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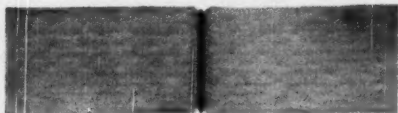
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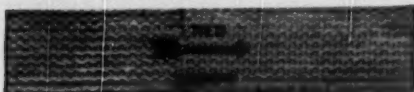


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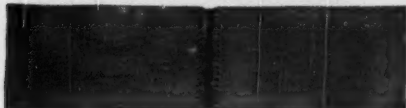
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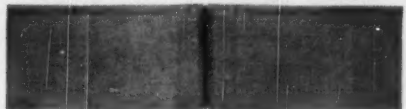
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PUBLISHED MONTHLY SINCE 1894

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READER'S GUIDE

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AN EDITOR'S MEANDERINGS

AS we review the recent AIL convention from our "ivory tower," we couldn't help but observe that conventions don't just start off in high gear. They begin slowly, build up to a peak, and then gradually slow down. You could liken them to the action of a laundry extractor without straining the comparison too much.

The action of this year's meeting started at least five days before President McBrien jangled the opening meeting to order. While the exhibitors were getting their part of the show in order, the AIL board of directors were the honored guests of an open house given by Director Arthur Stevens at the New England Laundry Company in Hartford, Conn.

The National Association of Industrial Laundry Managers planned their meeting for two days ahead of the AIL convention, so many of us went directly from Hartford to Boston for it. While the Institutional men were meeting, the AIL board of directors held a two-day session, and the board of the Laundry and Cleaners Allied Trades Association held meetings. The convention activities were picking up speed.

The tempo at the Statler Hotel lobby was increasing. By Friday it was generously sprinkled with laundryowners, allied tradesmen, and trade paper representatives.

Saturday the action was in high gear. The LCATA started the day off with its traditional eight A.M. opening day breakfast. This function must be held at an early hour so that the allied tradesmen can be on hand at their exhibits when the convention is formally opened.

After the press of registering the delegate was faced with the choice of attending all the business sessions or more leisurely examining the exhibits and visiting with friends he hadn't seen since the last convention. Some attempted to do both, and that added to the confusion.

When the convention hall closed for the day the visitor was faced with the choice of the extra-curricular activities—seeing some of the city by day or night, participating in the social offerings of the allied trades or, as in the case of this year's convention, attending the evening program. If he tried all three, he was very conscious of the pressure of a convention.

By the afternoon of the last day the slowup had started. Some had left for home, the exhibitors were thinking about closing, and lack of sleep had begun to take its toll. The closing night stimulated a last effort and from then on it ran down quickly. The day after the convention officially closed, there were two groups still in session. The Council of Laundry Association Executives and the Industrial Laundryowners were quietly meeting in separate parts of the hotel. The allied tradesmen were packing the last of their exhibits, and as each finished he quickly left.

The final wind-up will take place in offices miles away, computing the figures, evaluating results, and OKing the bills. Then the plans start for the next year.—Wayne Wilson

STARCHROOM LAUNDRY JOURNAL, October, 1950. Published monthly by the Trade Paper Div. of The Reuben H. Donnelley Corp. Publication Office, 109 W. Chestnut St., Lancaster, Pa., U. S. A. Executive and Editorial Offices: 304 E. 45th Street, New York 17, N. Y. Subscription rates: United States and Canada, \$3.00 per year; Foreign, \$4.00 per year. Single copies: U. S. and Canada, 35 cents; Foreign, 50 cents; except for Guidebook issue which is \$1.00 per copy. Volume LVII, No. 10, Entered as 2nd class matter June 1, 1945, at the Post Office, Lancaster, Pa., under the Act of March 3, 1879.

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* Verbatim comments from report of Ross Federal Research Corporation's survey of reading preferences of laundry executives.



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Starchroom Editorial

TWO ORDERS TO WATCH FOR

IN the midst of orders and interpretations flowing from Washington these days, there are two that have particular significance to the laundryowner. One is Executive Order 10160, which says in part: "1. Every person who sold or delivered goods or services, or offered them for sale or delivery, in the course of trade or business during the period from May 24, 1950 to June 24, 1950, inclusive, shall preserve all his records for such period relating to: (a) The prices received or asked for such goods or services; and (b) The labor, material, acquisition, and other costs incurred in connection with such goods and services."

The order does not define records, but you may rest assured that just your cash receipt and disbursement records will not be sufficient. The order specifically says all records which means, in addition to those just mentioned, all invoices, payroll vouchers, and all supporting documents. To be on the safe side the records of your business for that period should satisfy the longest nosed governmental investigator that you can possibly imagine.

The other order of importance to laundryowners is the National Production Authority's order number 1, covering inventory control, issued September 17. This order lists specific items used by laundries that are now under inventory control. The wording of this order is

wide open to most any kind of interpretation and the curbstone experts are having a field day with it. Section 10.5 (a) of the regulation says, "No person may receive or accept delivery of material listed in table 1 if his inventory of that material is, or by such receipt would become, more than a practicable minimum working inventory." Section 10.4 says, "As used in this regulation, the term 'practicable minimum working inventory' means the smallest quantity of material from which a person can reasonably meet his deliveries or supply his services on the basis of his currently scheduled method and rate of operation. . . ."

The list of material in table 1 of that order includes, among other things, caustic soda, all grades, liquid and solid; chlorine, gaseous and liquid; soap ash, all grades. Therefore you cannot buy, nor can your supplier sell you any more of those items than what would constitute a "practicable minimum working inventory." This is covered by Section 10.6, "No person may deliver any material if he knows or has reason to believe that his customer is not permitted to receive it under this regulation."

Of course it should be remembered that Section 102 of the Defense Production Act of 1950, takes care of general hoarding, in case anyone should decide to make it his business. ●

LAUNDRY PRICES

WHEN this country took on the police action in Korea there was a plea made by our government for everyone to hold the line on prices. In line with that, Congress passed legislation granting the President the power to control our economy, including price control and wage stabilization.

While this was being debated in Congress, some of the country's largest employers granted wage increases. Some of these were labeled voluntary, others were the direct result of collective bargaining. There were rumors that pressure by some of the unions for higher wages had at least the tacit approval of the government. It makes little difference why or how these increases came about, they have come about.

Any eighth grade youngster is enough of an economist to know that when wages and taxes increase in this country, prices go up. There is nothing to be gained by arguing the merits of this phenomenon—while you are discussing them the increases will have passed into law.

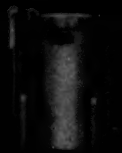
Where does the laundry industry fit into this picture? No one laundry is large enough to resist a national

trend, but most laundryowners are hesitant about increasing their prices. They are fearful of the effect of higher selling prices on sales volume. These fears are justified. There is an outstanding accountant and economist who says that he never knew of a laundry going broke because its prices were too high. He points out that failures are sometimes blained on too high prices, but further investigation always reveals a more potent reason for the demise.

If your laundry's earnings are satisfactory, leave your prices alone. If your costs have increased and you have honestly and sincerely exhausted every means of offsetting these increases, then we advocate a moderate increase in selling price to recapture the increased costs only. No raise should be made in anticipation of increased costs or a price freeze. No increase should be made just to afford an inefficient administration of a laundry, or to maintain an exaggerated high standard of living for the owner. Any increases should be employed as a final resort, never forgetting that there is sufficient competition for laundry service to permit the law of supply and demand to function. ●

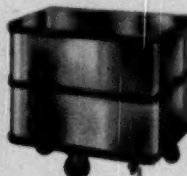
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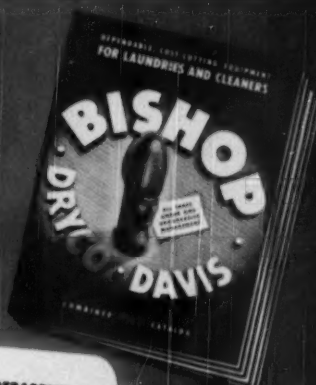
53" steel top; iron rest;
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Won't tip. No. 826-10.



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All board members, left to right: Arthur C. Stevens, Frederic Thesmar, John Ward, Alfred J. Rawlinson, William Jacobs, Martin S. Remeiser, James A. Tuma, and David T. P. Nelson. Members not pictured are Sam A. Wis, Bert Gellis, and Fred McBrien

A. I. L. AT BOSTON

By THE STARCHROOM STAFF

LAUNDRYMEN like all of us these days, wondering what effect international developments will have on them and theirs, turned out almost 7,000 strong for the 63rd annual AIL convention in Boston, Mass., October 7-9. As the meeting progressed it became more and more evident that no one—United States Senator, AIL staffers, Allied Trades spokesmen or industry leaders—had a ready and an unequivocal answer.

The local hosts, Mother Nature, and the historical attractions of New England proved an unbeatable combination to create and hold interest for the three days. The weather, cool and clear, was ideal for visiting the exhibits or for sightseeing in this "cradle of American democracy." Despite the general favorable atmosphere for the convention, a pall was thrown over the early days of the meeting by the sudden death of George G. Rupe, The American Laundry Machinery Company, who was stricken by a cerebral hemorrhage shortly after arriving in Boston. A former president of the Laundry and Cleaners Allied Trades Association, Mr. Rupe was one of the most widely-known and best-loved men in the industry.

The unofficial theme of the meeting was set at the opening session, "The War Emergency Conditions Conference," Saturday morning. President Fred McBrien introduced two allied tradesmen who are in the best position to know what is ahead in the way of possible shortages. The two other speakers represented the Joliet staff and suggested possible lines of action for meeting the present emergency. J. Stanley Hall, reporting on the supply situation, explained that the availability of particular chemicals will hinge primarily on the buying procedures of the armed services and other governmental agencies. The same items which were in short supply during the last war may very possibly repeat themselves, Mr. Hall concluded.

Representing the laundry and drycleaning machinery

manufacturers, Clifton W. Johnson gave an off-the-record summation of today's conditions and what they may mean in the future. James V. Scattergood, manager of accounting and statistics, AIL, outlined the salient features of the Defense Production Act of 1950. He reviewed the sections covering the purpose and scope of the law and called particular attention to the records laundrymen will be required to preserve in order to comply with this legislation.

The last speaker of the Saturday morning "War Emergency Conditions Conference" was George Isaacson, Director, Technical Departments, AIL. The speaker detailed the findings of a recent industry questionnaire which sought recommendations found effective in World War II for handling operations in a tight labor market. (Continued on page 10)



Harold K. Howe, AIL Washington representative, and Fred W. McBrien



The Ladies' Luncheon held at the Hotel Statler on the first day of the convention

(Continued from page 9)

Some of these suggestions ranged from "taking the workers' shoes away so they couldn't leave the job before quitting time" to the utilization of housewives on short split shifts. Here again it became apparent to the audience that regardless of the ideas and experiences offered by these wartime operators, successful production in difficult times depends more on good management than it does on any specific recommendations.

As the delegates filed out of the session they seemed to realize that the present world situation has wiped out the luxury of "business as usual." They faced the prospect of running their business under severe handicaps which can be met only by individual resourcefulness.

Saturday afternoon was devoted to various aspects of laundry selling. The lead-off speaker, Dr. W. A. Eggert, chief psychologist, Lumbermen's Mutual Casualty Company, told of his organization's study of the practices and performances of laundry route salesmen. In preparation of this presentation, Lumbermen's Mutual in cooperation with the AIL spent several months gathering data on routemen's work habits.

Quoting from the October 1949 STARCHROOM LAUNDRY

JOURNAL, Dr. Eggert emphasized the importance of psychological tests for prospective routemen. Using cartoon type drawings, the speaker contrasted the different mental attitudes and environment factors which an employer should be able to observe in comparing good and bad salesmen. The study, he pointed out, revealed that potential sales ability and proneness to accident are based on different traits with no strong correlation. Consequently, testing for selection of the best routeman must include questions under both headings. Dr. Eggert concluded with an appeal for additional aid in providing data for this continuing study. The talk scheduled for this session by Don H. Murdoch, president of Kiwanis International and a laundryman from Winnipeg, Manitoba, was cancelled.

Gene Flack, nationally known sales manager of Sunshine Biscuit Co., paid a return engagement to an AIL convention. Pelting the audience with a cigar for each laugh, Mr. Flack made his second appearance before the group in as many years. Despite the uncertain international situation, American business has no excuse for pessimism, the speaker emphasized, citing national income figures to support his optimistic contention. In-



Delegates attending the Saturday afternoon session at Mechanics Hall

terspersed with a generous number of well told, humorous stories. Mr. Flack drove home his fervent belief in powers of American salesmanship.

The evening meeting of the first day opened with the greetings from the Commonwealth of Massachusetts extended by Fred A. Blake, laundryowner and veteran member of the state's legislature. He was a more than satisfactory substitute for the governor who had been originally scheduled to appear.

After an interlude of music by the Mystic Glee Club of Winchester, Claude A. Putnam, president, National Association of Manufacturers, spoke. The NAM president aggressively pointed out the dependence of large business on small business as their source of supplies and services. His plea for a "sound economy" set the stage for President Fred McBrien's annual report.

Listing the various services offered by the Institute and pointing out the accomplishments of the past year, President McBrien urged increased participation as a means of obtaining still further benefits from AIL membership. At the conclusion of his report President McBrien called the board of directors to the stage to be introduced.

The Sunday morning meeting entitled, "Profit Improvement Conference," centered around a discussion of cost accounting and laundry office practices. Albert Johnson, secretary-treasurer of the AIL, introduced John Carruthers, long-time accounting specialist to the laundry industry. Mr. Carruthers explained the development and use of the standard costs and budgeting techniques. This system sets up standards of accounting control which measure costs in the same manner as production standards gauge output in the plant. With actual figures from an unnamed plant he illustrated the application and value of this new management tool.

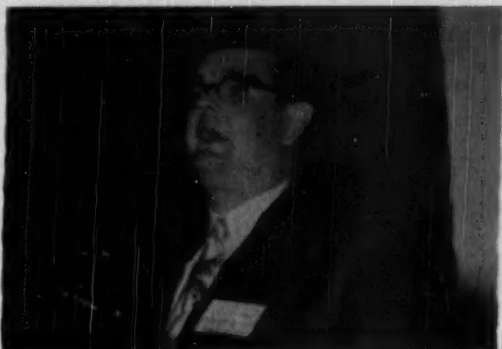
M. R. Weiser of the New York laundry accounting firm filled in the background on another approach to laundry cost accounting, continuous costs. The detailed explanation of the system as developed at the Rite Way Laundry, Brooklyn, New York, was presented by Kenneth Weiser, junior member of the accounting firm. He did an excellent job of explaining a somewhat complex subject.

In both talks the speakers pointed out that steady profits depended upon knowing costs and revenues by services and departments. This information makes possible the elimination of uneconomic operations, the pinpointing of faulty departments and the establishment of a measuring device for gauging the results of changes.

James V. Scattergood, AIL, introduced his part of this program with a report of how the Accounting Council has modernized the AIL account classifications to meet the needs of the entire textile maintenance industry. Along these lines he emphasized the valuable contribution made by the cooperating accountants specializing in the laundry field. By the use of projected slides the Joliet representative called attention to some of the newer mechanical aids a laundryowner can use to increase the efficiency of his office procedures.

James R. Wilson, the final speaker of this quartet of laundry accountants, explained how he developed professional accounting services for the smaller plant and designed bookkeeping systems for the laundry with a limited office force.

The Sunday afternoon meeting was called to order by Alfred Rawlinson, the director from Portland, Oregon. He introduced Harold K. Howe, manager, Washington office, AIL. In his informal easy manner Mr. Howe gave his audience an insight into the behind-the-scenes activities of the various representatives of the textile serv-



The speakers above discussed ways of using "Time for Living" and other AIL sales promotion material. Top to bottom: James F. Yates, Up-to-Date Laundry, Chicago; Bernard Vellenga, Jr., Monarch Laundry, Chicago; and C. L. Bankart, publicity chairman, Better Laundry Institute of Boston

ice industries. He called attention to the contrast between the approach to these governmental problems in 1950 and those used during World War II. The new arrangement, he explained, is made possible by the enthusiastic cooperation of all the textile maintenance industries. If the administration party stays in power Mr. Howe predicted that the Taft-Hartley law will be repealed and that other legislation popular with the party will be enacted. The speaker concluded with the optimistic observation that Washington opinion does not necessarily foresee a war with Russia—as long as we are adequately prepared.

A former laundry association secretary, Andrew S. Ormsby, now head of the department of business administration, Clarkson College, was the next speaker. Drawing upon his own experiences plus the academic view-



Left: Russell N. Fowler, Troy Laundry, Amarillo, Texas, speaking on "Personalized Laundry Service." Right: West Stotts, Edina Laundry, Edina, Minnesota, presenting his views on "The Piece of the Small Laundry"

point, Mr. Ormsby presented a plan of action for improving employee relations. He urged management to express a greater interest in the personal problems of employees. Employer's failure on this score, the speaker emphasized, forces the workers to seek guidance from outside sources. Leadership of workers has slipped away from the management, he maintains, because American business has failed to answer its employees' needs for a sense of security.

The traditional Sunday evening musical and a nationally known speaker drew the more serious convention visitors. The 100-piece Harvard University Band started off an evening that featured an address by the Honorable Leverett Saltonstall, United States Senator from Massachusetts. Speaking as a member of the Armed Services Committee, the senator traced the spending of the armed services appropriations for the past several years. He attributed some of the abandoned World War II material to the pressure of public opinion demanding the return of the veterans. The Senator outlined the armed services needs for the future and attempted to estimate the expected sacrifices they would create for the citizens of this country.

The final morning's meeting was presided over by Frederic Thesmar, AIL director from Memphis, Tenn. The three speakers gave their versions of local tie-ins with AIL sales promotion material. A reshooting of the film "Time For Living" was the backdrop for an explanation of how the Better Laundry Institute of Boston is using the film. The speaker, C. L. Bankart, New England Laundries, Somerville, Mass., outlined the method by which the Boston plants banded together to screen the picture before women's clubs and church organizations. A home economist was engaged to accompany the film at showings to groups of more than fifty.

Following a similar theme, Bernard Vellenga, Jr., Monarch Laundry, Chicago, gave a forceful presentation on the value of the picture as a selling tool for an individual plant. Reaching 14,000 women through 234 showings, the speaker reported that immediate follow-up by the routemen produced 10 percent return in new bundles. This response, the Chicago laundryman emphasized, was much more impressive than any other advertising tool his plant had tried. Then he outlined the total equipment and personnel necessary for a promotion of this type. The program, he estimated, can be launched with a total outlay of \$500. Mr. Vellenga reported that his organization intended to use the film for the next four or five years.

Another Chicago laundryman, James F. Yates, Up-To-Date Laundry, explained how a plant can use the AIL Certified Washable Seal coupled with the membership seal to take advantage of the national adver-

tising of the Institute. Specific results of this program were lower claim costs, improved plant morale, better enthusiasm among routemen, and a tangible sales approach.

The closing meeting brought two production accounts and a sales enthusiast. Arthur C. Stevens, AIL Board member, Hartford, Conn., introduced the first speaker, Russell N. Fowler, Troy Laundry, Amarillo, Texas. Mr. Fowler gave his experiences with a personalized laundry service using individual washers. He reported that with a wage rate of \$.60 per hour they have a 29-31 percent productive payroll. The continued growth of his laundry, 65 percent of which is cash-and-carry without a discount, convinced the speaker that he is giving the public what they desire in the way of laundry service.

West Stotts, Edina Laundry, Edina, Minn., reported the growth of a brand new plant that has not used any sales promotion other than the usual announcement of opening. His laundry, designed as a neighborhood operation in a small 35 x 70-foot room, is a family work plant offering cash and carry. It is now operating at 60 percent of capacity. Mr. Stotts then went on to tell of the production methods and advantages of his small plant.

The final speaker of the 63rd annual AIL convention sent his audience home charged with enthusiasm. Frank Bettger, former big league baseball player and author of a standard text on selling, gave a whirlwind demonstration of what enthusiasm in selling can produce.

The social side of the meeting was as carefully planned as the speaking program. The ladies were entertained with a luncheon and style show on Saturday. The Wayside Inn was the luncheon stop for the tour of scenic historical Boston on Monday. They were, of course, the honored guests at the annual dance on the closing evening.

Other activities included the AIL alumni meeting at which Hilles Bedell, Pomona, Calif., was elected president; John Slick, Jr., Fort Wayne, Ind., was named vice-president and Cecil Lanham was reelected treasurer. The alumni of the Ohio Mechanics Institute, meeting Saturday evening, selected A. B. Spain, Jr., Fort Worth, Texas, president; H. V. Washers, York, Pa., vice-president; Kenneth Faig, Cincinnati, treasurer; and E. J. Bowen, Paterson, N. J., secretary.

The convention provided general information as a source of guidance for the operation of any laundry during the trying times ahead. If those attending could not find the specific answer to their problems, it was that they neglected to interpret the information to their own needs. Next year's meeting will be held in Chicago.

*Oh yes,
the Peacock is
a handsome bird,
indeed,*

But—

**it takes the STORK
to DELIVER the GOODS!**



The other day some one told us that our new washers are "good looking."

Frankly, it startled us because we've been guilty of not doing much worrying about the subject. Seems we've just been busy all this time trying to make washers that are sturdy, efficient and economical . . . washers that will deliver the goods!

Take the HENRICI stainless steel "Cyclone" washer, for example. It is the laborious result of over 50 years of painful attention to all the details that together make up a top-notch washer. So, maybe it is or maybe it isn't "Miss Washing Machine of 1950." But it is the best dog-gone washer you can buy because it is head-and-shoulders above all the others in performance, construction and engineering.

Why not write us for full details on this outstanding washer? A wide range of sizes will give you complete freedom to choose just what you need and a large selection of optional equipment is available to tailor make a washer to your production requirements. And we'll send a lot of pictures of various-sized HENRICI washers, too, because maybe you'll also say they are pretty!

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The Case of the Unhappy Laundrymen

by SAM SLYDE
PRIVATE EYE



It was about three p.m. when three men pointing three pistols strolled into my private office. "We are the King Brothers," the tall one said. "We operate the King Brothers Laundry and we are losing our shirts. Our closest competitor, the Ace Laundry, is making money hand over fist. We want you to find out why."

The case appealed to me, especially while looking at three waving pistols. I grabbed my cleanest magnifying glass and skeleton key.

That night, I paid an unscheduled visit to the Ace place and began my investigation.

Snooping around in true Sam Slyde fashion, I soon came upon the answer. It was a washer.

A big, beautiful washer. (I later found there were several of them, alike in appearance but different in size). Instinct told me at first glance that these were not merely ordinary washers.

I had heard and read about these Troy "Slide-Out" Washers. Now I investigated for myself. I practically took them apart. What a deal! No complicated gears or pistons or other fancy gadgets that invite a lot of repair work. Corrosion-proof . . . stainless steel. A humdinger.

My flashlight led me to the Ace office where I uncovered startling facts. These Troy "Slide-Out" Washers, with all their beauty and efficiency actually cost 40% less than most fancy-Dan washers cluttered with gadgets.

Next day I confronted the King boys with bare facts. "You've missed the boat, boys,"

I told them. "The reason the Ace is higher than King is better quality washing in less time at lower cost with Troy 'Slide-Out' Washers. Your washers are outdated — you're spending too much dough for keeping them in working condition. You need new Troy 'Slide-Out' Washers. They're the key to greater laundry profits."

So Sam Slyde solved another important case.

Incidentally, my discoveries on this case are serving to solve similar problems for profit-wise laundrymen all over the country.

TROY



Solve Your Laundry Problems with **TROY** "Slide-Out" WASHERS

Troy "Slide-Out" Washers are built with automatic controls (Electromatic) and with manual controls (Electromanual). Four sizes: 42" x 36", 42" x 54", 42" x 84" and 42" x 96". SEND FOR FREE CATALOG TODAY!

CHECK THESE IMPORTANT CLUES TO GREATER LAUNDRY EFFICIENCY

✓ LESS LABOR REQUIRED

Troy "Slide-Out" Washers do away with the time-consuming, back-breaking task of unloading heavy wet work from the bottom of the washer. An easy scoop of the arm SLIDES work from a Troy "Slide-Out" Washer into the truck tub.

✓ LOW INITIAL INVESTMENT

Troy "Slide-Out" Washers can be loaded and unloaded as quickly and easily as dump type washers, yet "Slide-Outs" actually cost about 40% LESS than most ultra-fancy, gadget happy washers.

✓ LESS MAINTENANCE WORRY

Corrosion-proof stainless steel construction assures long service life. No complicated gears, pistons or other expensive devices to keep in repair on Troy "Slide-Out" Washers. Only five points to lubricate.

✓ BETTER WASHING QUALITY IN LESS TIME

Hundreds of "Slide-Out" users are obtaining better washing quality in less time than ever before. Equally efficient with net work (as illustrated above) or loose work. Ask the man who owns one!

*"Slide-Out" is a trade-marked name. Only Troy builds "Slide-Out" washers.

LAUNDRY MACHINERY

Division of American Machine and Metals, Inc.
EAST MOLINE, ILLINOIS

World's Oldest Builders of Power Laundry Equipment
(Since 1868)

By WAYNE WILSON

Operator separates flatwork from tumbled work as the first step in the new procedure. The conditioner is in the upper background



MORE FLATWORK— LESS PERSONNEL

**Modernized Flatwork Department Speeds
Production; Eliminates Five Employees**

FOR years it has been accepted that the heart of the flatwork department is the flatwork ironer. It was felt that the rate of flatwork production was set by the maximum speed at which the ironer dried, plus the ability of the feeders to keep the machine full of work. Little concern was given to the effect on production of the condition of the work as it came to the ironer, nor was anything but manual handling of the work considered.

More recently advances have been made in handling flatwork. A conditioning step has been added between the extractor and the ironer, and various types of conveyors have been incorporated into the system to bring the work to the department as well as moving it within the department. These developments have called attention to the other considerations or factors that influence production, such as condition of the work and the elimination of manual handling. Some laundryowners have been inclined to look on these new methods as suitable only for large flatwork plants or institutional and linen supply laundries. In spite of this feeling, within the past two or three years family work plants have made a

good start toward adopting some of these newer ideas.

The Quaker City Laundry, Philadelphia, began to study and question their flatwork department about two years ago. They re-examined their equipment, methods, and layouts to see if improvements in quality and quantity might be possible. Here were their conditions at that time. They were a family work plant—no wholesale or commercial flatwork. Their pricing structure gave the customer the choice of sending her work by the pound or the piece. The plant was called on to produce 30,000 to 35,000 pounds of flatwork a week. A full identification system was used throughout. Their flatwork equipment consisted of an eight-roll and six-roll ironer. They brought the work to the department in baskets and it was manually shaken out and transported within the department, a very conventional setup.

As one source of information, the Kendricks, owners of the Quaker City, visited other laundries to see how they processed flatwork. One of the cities visited was Boston, Mass., and at the Pilgrim Laundry in that city they saw a method which they thought had possibilities as the solution for their problems. It required the addition of some additional equipment to their present layout, but the added investment appeared to be self-liquidating.

Changes Required

This system called for two flatwork ironers, one to handle the large pieces of the bundle and the other for the smaller items. Work had to be fully identified, and a heated conditioner was required. The ironer finishing the larger pieces was equipped with a mechanical spreader and folder. All work was moved through the department by integrated flatbelt conveyors.

Upon return to their plant, further study and plan-

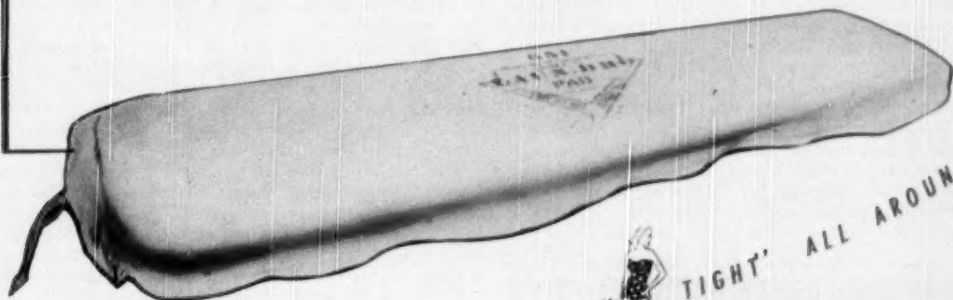


STOP

Stuffing dollars down the drain...



Your hard earned profits are wasted on old-fashioned cotton and flannel padding. Sensational new Arrow Laundro-Pads give up to 20 times longer service . . . remain resilient for months! Tests prove you can repad as little as four times a year instead of four times a month! What's more, operators report faster, easier, better results on presses equipped with Arrow Laundro-Pads. Plant owners from coast to coast verify these amazing facts. Send for new literature explaining in detail how you save with new Arrow Laundro-Pads. Custom sizes available to fit all leading laundry presses.



ARROW LAUNDRO-PADS DRAW "SKIN-TIGHT" ALL AROUND

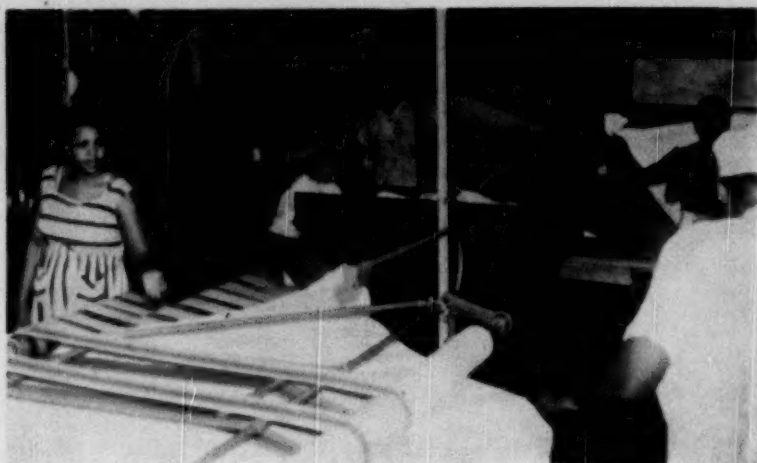


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ARROW MANUFACTURING COMPANY

2922 TERRACE STREET • KANSAS CITY 8, MO.

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Spreader in the foreground plus the conveyors shown running to the ironer help increase production of Quaker City flatwork.

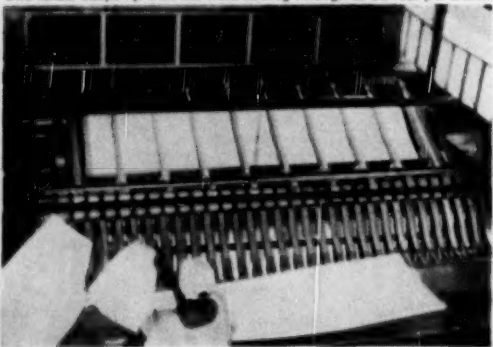
ning convinced them the basic system they saw at the Pilgrim would work for them. They decided to replace their six-roll ironer while they were making the change. Their eight-roll was quite modern and in top condition.

In July, 1949, the new equipment was delivered and everything was set for the move. In one weekend the department was completely changed. The new six-roll ironer, conditioner, conveyors, spreader and folder, were installed, all piping and wiring completed, and by Monday morning everything was ready to produce work. The management were so sure the new setup was going to be more efficient that on the Friday before the change was to be made, five operators were transferred out of the department. They were right and to this day, even with an increase in flatwork tonnage, it has not been necessary to enlarge the staff from the 13 operators assigned to that department on July 18, 1949. The Quaker City counts their handkerchief operator and a touch-up girl as part of their flatwork crew.

The new system's increased production is based on reducing the moisture content of the work coming to the ironers and moving the work through the department mechanically at a steady pace. It has not eliminated the human element, but it has materially reduced the dependence of the rate of production on that factor. The procedure at the Quaker City now provides for an even flow of work produced at an even rate.

This is how they handle their flatwork now. The

One folder keeps up with the work coming through at 80 feet per minute.



white flatwork and the white tumbled work are washed together. None of this work is netted as it is individually identified. It comes to the first work station of the flatwork department in baskets. The first operator separates the flatwork from the tumbled. It is also her responsibility to see there is a proper mixture of large and small pieces going to the conditioner. Studies made prior to the change show that the pricing plan used in Philadelphia produces a ratio of five large pieces and 10 small to each bundle. This is in contrast to laundries selling by the pound where the mix will generally be five large pieces to five or six small articles of flat. As she handles the flat she places it on a conveyor at her left. This conveyor carries the work to the receiving end of the conditioner where it drops into the top end of the machine. The tumbled work remaining in the basket is sent to the tumblers for drying and folding. The conditioner runs continuously and is so designed that the work travels through it just fast enough to remove some of the moisture remaining after extraction, but not slow enough so as to make it too dry for good finishing. It is built on a slant with the low end being the discharge end. The work comes out of the conditioner onto another flatbelt conveyor.

The No. 2 operator works at the end of the second conveyor, which runs from the discharge end of the conditioner to the far end of the eight-roll ironer. She has two other conveyors, one at her left hand and one at her right and slightly behind her. The conveyor to her left carries the small pieces of flatwork toward the eight-roll ironer where it drops onto another belt running parallel to the feed rolls of the machine. The belt to her right carries the large pieces to the feeder of the spreader behind the six-roll.

The eight-roll ironer has three feeders and two folders. The six-roll, handling the large pieces, has a feeder starting the work through the spreader and two feeders working between the spreader and the ironer. One folder completes the fold on the finish side of the six-roll.

The feeder ahead of the spreader picks up a sheet with the wide hem always in her right hand and starts it through the spreader. She does not have to feed it until all of it has entered the machine, only until it starts correctly. The other two feeders catch it as it comes out of the spreader and start it into the ironer. No shaking is necessary. They are paced by the work



The 'Yellow Pages' help you reach out for new prospects...

Right in your neighborhood there are probably plenty of housewives who could easily become steady customers for your laundry business. But first you've got to tell them *how* you can serve them... as well as *where* you're located.

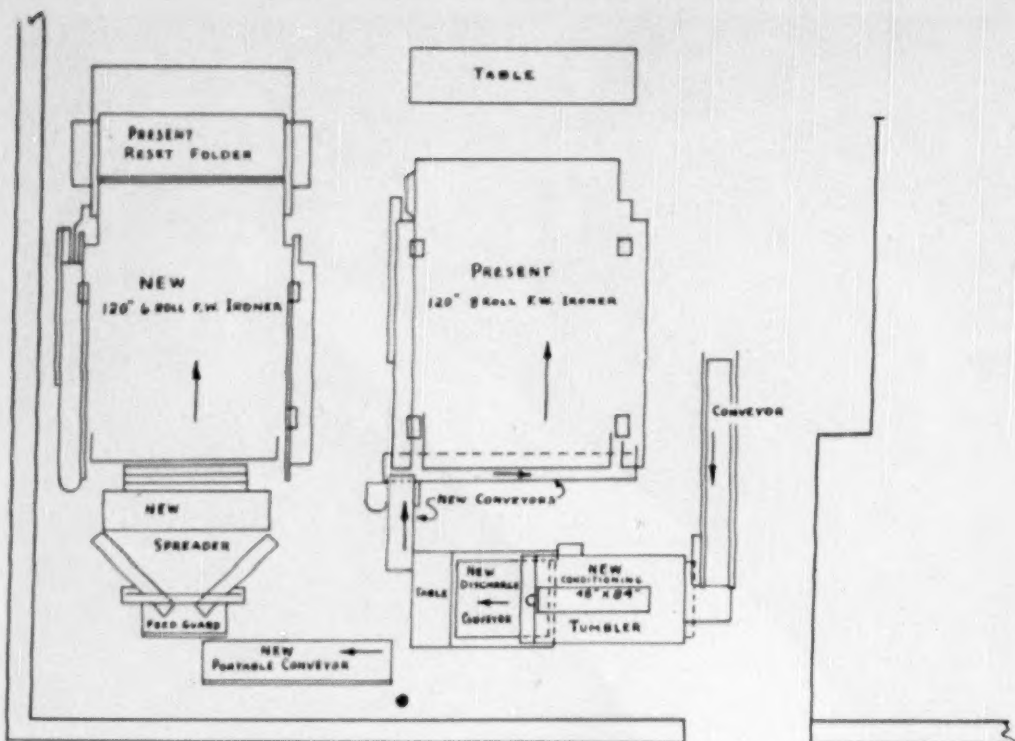
One sure way to call their attention to the services you offer is through the familiar 'yellow pages' of the telephone directory. Remember, 9 out of 10 shoppers look in the 'yellow pages' when they're ready to buy.

The 'yellow pages' put your name, address and telephone number and sales messages right in the homes of prospective customers in your neighborhood. You'll find them an effective and profitable way to "reach out" for more business.



Call your local telephone business office for further information.





Layout of the new flatwork setup at the Quaker City Laundry in Philadelphia

coming off the spreader, and there is no delay while they fumble for the edge of the next piece; just a slight turn of the body and it is at their finger tips.

The one folder on the six-roll has no trouble keeping up with the work load except when monogrammed sheets come through. The Quaker City insists upon these being folded so the monogram is on the top front of the sheet when the customer unpacks her bundle; therefore they must be refolded when they come out of the mechanical folder.

This operation of refolding calls for the one folder to have help. The touch-up operator steps over and assists her on these occasions.

It should be pointed out before examining the production figures of this plant that both ironers are being operated at 125 pounds of steam pressure at the ironer. This has been approved by the manufacturer. The six-roll is a 120-inch machine normally running at 80 feet per minute. The eight-roll runs at 28 feet per minute. The increase in steam pressure raises the chest temperature about 15 degrees.

During a recent week the flatwork department produced 45,093 pounds of work, a weekly production rate of 83.97 pounds per operator hour. The same week last year, before the changes were made, the department produced 35,745 pounds at the rate of 50.92 pounds per operator hour. All of this work is family flat. If the handkerchief and touch-up operators were eliminated in calculating production, these operator production figures would be considerably higher, but the Quaker City counts them in their weekly figures. So to be consistent they are included in this report.

Another comparison is that it took 701 man hours to produce 35,745 pounds of work under the old system, but only 537 man hours to produce 45,093 pounds with the new layout. The new method could have produced that 35,745 pounds in only 426 man hours. The dollar savings in payroll would depend upon local labor rates, but even at \$.50 per hour the savings on producing the 35,745 pounds would earn \$137.50 per week, or over \$7,000 per year. With today's volume at that plant (and their rates are higher than \$.50) it saves almost \$200 in payroll.

This method of finishing flatwork makes it imperative that sufficient volume flows to it from the marking and washing departments. To operate efficiently it must have about a thousand pounds an hour fed to it. Once the work in process leaves the number one operator, who incidentally sets the pace for the entire department, it moves at a constant speed until it is finished. Variations of volume can be accommodated by shifting the various work assignments of the individual operators. Eliminating one feeder on the eight roll will reduce that machine's production but still maintains a constant flow of work.

Increased production can be handled to some extent by routing certain large pieces of flat through the small piece ironer. It has been found that when there is an increased demand for production it falls on the large piece ironer in greater proportion than on the other. Thus by shifting table linen and spreads to the eight roll machine the six-roll has more room for sheets. As is true with any productive operation paced by the machine rather than the operator this system has one speed at which it is most efficient. ●

*Your customers will see...
and feel the difference!*



• **DREW WASHROOM DETERGENTS** not only clean . . . they protect fabrics from harsh mechanical and chemical action. In fact, Drew Washroom Detergents will give garments such a soft, smooth, lustrous finish that your customers can actually feel the difference!

Drew Washroom Detergents give exceptional cleaning action even at low concentrations . . . rinse freely and completely in cool or even cold water . . . are safer, quicker, more economical to use! They are "oil-conditioned" with selected vegetable oils that insulate and preserve fabrics!

BREAKSYN— the perfect balance of oil conditioned alkali, soap and synthetic. High pH for the first operation.

BUFF— oil-conditioned soap builder and high pH Detergent that gives soap more "kick." Less than 2% moisture!

NAPTHOLE— oil-conditioned, medium high pH builder that wets-out instantly and completely.

NAPSO 22— the perfect vegetable oil built soap for washing colors at low temperatures.

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When writing to advertisers please mention The STARCHROOM LAUNDRY JOURNAL

Routemen's handout used by
Rainbow Laundry features
endorsement advertising
from satisfied customers

ASK YOUR NEIGHBOR

Customer Endorsements
Used in Promotion of
Plant's Laundry Service

By JOHN J. DUNN

SPEAKING generally, people are always interested in other people and frequently are influenced by other people's decisions. As far as women are concerned, you can probably double that in spades.

Studying the last national consumer survey conducted by the AIL and Procter and Gamble, the management of the Rainbow Laundry in Chicago was impressed by the fact that 35 percent of regular customers started using their present laundry because it was recommended by a friend or relative. Didn't this figure suggest a natural advertising approach?

The result of Rainbow's thoughts on the effectiveness of customer recommendations is a promotional piece built around the endorsement of seven housewives. The letter-size, two-color folder is used principally by the routemen while making solicitation. The most effective element in the advertisement is the picture of the customers with their comments on Rainbow's service. One of the folders is reproduced here, and pretty well speaks for itself.

A little examination reveals some of the planning that went into the leaflet. For example, the idea of recommendation is woven in the customer's own comments. Mrs. Shulman mentions recommending Rainbow to her daughter while Mrs. Orzechowski tells of urging all her relatives to try the service. Names of the women indicate at least five different nationality strains. It is apparent that one customer is a business woman, another the wife of a professional man, and a third the mother of a large family. Health, convenience and

Ask your neighbors...
All agree...
its RAINBOW LAUNDRY
for the best in laundry service

Here's your neighbors — they represent large and small families... families of white-collar workers whose clothes need to be perfect... families of mechanics who have work clothes that must be returned absolutely clean... families where working wives do their own housekeeping... families with several small hand-playing children... families with delicate, valuable table linens and fancy pieces. They all say "It's Rainbow that does my laundry best!"

Take your neighbors' advice and call for the best in laundry service... call Springfield 2-6406 or your suburban phone... no toll.

RAINBOW LAUNDRY
"The EXTRA Careful Laundry"
Springfield 2-6406 Chicago 31, Illinois
(Our Service Side for Service)

Suburban Phones listed on Reverse Side
Copyright 1950, RAINBOW LAUNDRY

Mrs. Morris Gold
102 N. Belmont Ave.
Jefferson 15
"The 10 years Rainbow laundry service has helped me dress much nicer in my business."

Mrs. Dorothy G. Whiting
2222 W. Congress
"Having coming to Rainbow early enough, that it is no longer to my health that I've lost quality matter for over 10 years."

Mrs. J. Goldberg
2123 W. Congress Road
"My mother (Mrs. Goldberg) never changed Rainbow. I find that doing their service regularly gives me more time to devote to kids and home and job activities."

Mrs. Anna Shulman
2127 W. Congress Road
"After coming to Rainbow 17 years, my daughter, Mrs. Goldberg, has been a Rainbow customer since she's been married."

Mrs. Francis Orzechowski
1416 N. Western Ave.
"I've been coming for 12 years, then recommended Rainbow to my 10 to 15 relatives. They're delighted too."

Mrs. My A. Bannister
222 Western Ave.
"My husband is a professional man, and even he will give Rainbow a product that with me and family's health is important to us."

Mrs. Marjorie Marsh
222 W. Congress
"I've been for a family of five for over 10 years. I don't know what I'd do without Rainbow."

"careful finishing" are among the reasons advanced for sending to Rainbow.

The Chicago laundry is a family enterprise headed by Morris Stone, president; Sol Stone, vice-president; Phil Stone, sales manager; and Joseph Stone, production manager. When the Stones decided to try endorsement advertising, they turned to the routemen for suggested names. The drivers cooperated wholeheartedly since each realized the advantage of having some woman selected from his route. When a tentative list was drawn up, the sales manager went out to get the permission of the selected customers. The women were asked to sign a release as a precaution against future legal action. For the same reason, each was paid a small sum of money for the use of her name.

After all the arrangements were completed, a photographer visited the various homes and snapped some informal pictures. (Like every other man behind a flash bulb, he undoubtedly heard several bright sallies along the lines of "I'm afraid I'll break your camera." But that's one of the occupational drawbacks of taking pictures.) A print was presented to each woman. Of course, the pictures were touched up somewhat.

How about the effectiveness of the Stones' endorsement promotion? Was the flatter successful in catching the attention of prospective customers? To answer these questions with another question, put it this way: have you ever known a woman yet who wasn't interested in other women? No local newspaper runs a page of social notes for its men subscribers. ●

FLAMONEL

PADS by Resillo

ARE YOUR ANSWER!

★ CUT LABOR COSTS

★ SPEED UP PRODUCTION

★ IMPROVE QUALITY

★ SAVE DOLLARS



1
Shows FLAMONEL Pads installed over a Resillo Press Pad in good condition before tying down the asbestos cover.

Resillo Flamonel Pads are designed to replace double faced flannel and furnish and provide a permanent resilient cushion for use over a Resillo Champion Monel Top Press Pad.

- ✓ RETAINS RESILIENCY and predetermined thickness and shape indefinitely.
- ✓ PERMITS FASTER DRYING
- ✓ CONSTRUCTED OF FINELY knitted monel mesh material.

- ✓ FURNISHED COMPLETE with specially processed asbestos top, cut to size and equipped with eyelets and wire for tying to fit all makes and models of laundry and dry cleaning presses.

- ✓ MINIMUM GUARANTEE on all FLAMONEL PADS for six months of satisfactory service, and with normal care will last much longer.

FLAMONEL Now Available

FOR

- TWO LAY SLEEVE PRESSES
- WINGS ON AMERICAN FORMATIC PRESSES

MAIL THIS COUPON TODAY!

Ship at once FLAMONEL PADS for

1 QUANTITY . . . NAME OF PRESS MACHINE . . . MODEL NO.

2 QUANTITY . . . NAME OF PRESS MACHINE . . . MODEL NO.

Name

Address

City

Zone

State

☐ Check Here if You Need A RESILLO PRESS PAD! FOR ANY OF THE MACHINES LISTED ABOVE

When ordering Resillo Pads be sure to state whether Press Machine is equipped with springs or not . . .

SOLD BY RESILLO JOBBERS EVERYWHERE



... HOW TO ORDER ...

- (1) Give name (make) of press machine
- (2) Give model number

NOTE: It is important to examine each press carefully to determine whether the RESILLO PRESS PAD is in good condition. FLAMONEL Pads can only give their maximum money-saving efficiency of performance when used over RESILLO PRESS PADS, in good condition, as a base. If your Resillo Pads show signs of wear from long use—Be sure to include with your FLAMONEL order an order for a new Resillo Press Pad for a base.

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the Resillo Company **PRESS PADS**
2328 W. Nelson St.
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*Laundryowners
said **YES...***

The TRUMATIC Folder was invented to mechanically fold large flat pieces from fully identified family bundles, and large pieces of bulk flatwork. Hundreds of TRUMATICS were installed and are doing a remarkable job of labor saving, plus improved quality.

Laundryowners using the net and pin system eyed TRUMATIC and became convinced that it could quickly pay off its investment cost in their plants, too. We said "No", TRUMATIC wasn't practical for individual family bundles. But, net system plantowners insisted it was.

How right they were! For today, a constantly increasing number of net system plants are using TRUMATIC for individual family bundles, with phenomenal success. Some report production as high as 70 lbs. per operator per hour average — labor costs cut 25%. Yes, such savings certainly justify the investment for TRUMATIC.

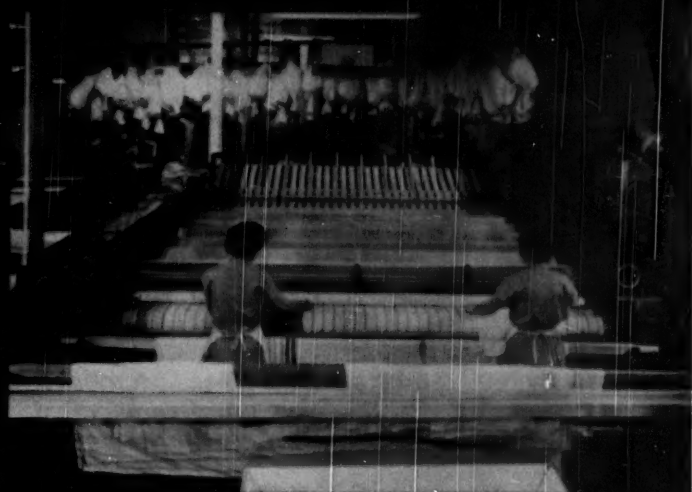
Get on the Bandwagon for Big Savings on individual family bundle flatwork with the TRUMATIC Folder. Write today for full particulars.



The
AMERICAN
LAUNDRY MACHINERY CO.

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and They were so Right!



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Laundry News Notes



SACRAMENTO, CAL.—Fred Corfee, Corfee's Laundry and Dry Cleaners' has been elected president of the Sacramento Laundry Owners Association, and L. G. Reilly, general manager of the Palace Laundry, was elected secretary-treasurer of the group.

HEMPSTEAD, TEXAS—The Spotless Laundry—Cleaners recently opened for business under the ownership of Gordon Burke.

SANTA MARIA, CAL.—Mike Koshell has purchased the Superior Laundry from G. A. Gushing. Gushing retains ownership of the Mission Laundry in San Luis Obispo.

ELMORE CITY, OKLA.—Mr. and Mrs. Williams Dewberry have purchased the Parkey and Son Laundry.

EMPORIA, KAN.—A new building and storage vault are under construction at the New Process Laundry and Dry Cleaning Company. The improvement will cost \$30,000.

UKIAH, CAL.—The New Method Laundry, 441 North State Street, is enlarging the drycleaning department which was installed a few months ago.

DOWNEY, CAL.—A new steam laundry has been built on Philox Street. Called Bart's Laundry, the new plant is owned by Val and Hobart Jameson. The laundry was formerly operated at Lynwood, Cal.

NEW BRAUNFELS, TEXAS—The owners and stockholders of the New Braunfels Laundry and Dry Cleaning Company have sold the firm to Walter Dillard. Arno Bartels, manager, will continue as plant manager.

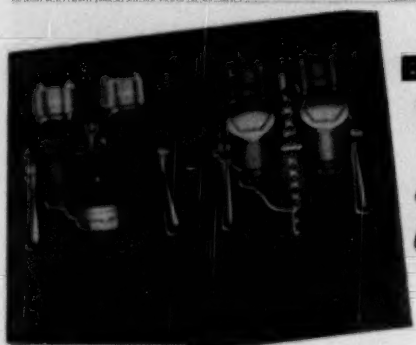
WALNUT CREEK, CAL.—A new laundry, the Walnut Creek Steam Laundry, has opened at 1776 Locust Street under the proprietorship of Mr. and Mrs. E. G. Meyer.

OSWEGO, KAN.—Shelton D. Propst recently spoke at the local Rotary Club. Mr. Propst, governor of the 195th District of Rotary International, owns laundries in Iola and Parsons.

CONCORDIA, KAN.—A \$20,000 drycleaning plant is being built at the Rite-Way Laundry.

WEST LOS ANGELES, CAL.—Edmund T. Lew and his father, C. F. Lew, have opened up a laundry and drycleaning plant at 11262 Santa Monica Blvd.

CORSICANA, TEXAS—E. D. McCarver, owner of the Corsicana Laundry and Dry Cleaning Company, recently celebrated his 80th birthday and his 62nd



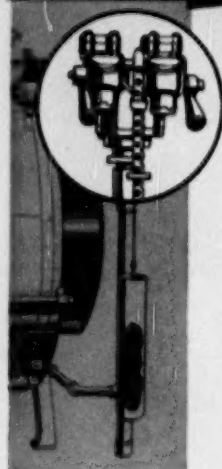
BRING YOUR WASHROOM

Up to Date!

Modern Water Measurement Can Save You Plenty!

We know you progressive washroom operators are aware of the high cost of water, soap and other supplies. Ten to one you're fighting the climbing costs of fuel used in routine water heating, PLUS the heating of wasted water. Time spent in making frequent manual adjustments is wasted, too, especially when too much water enters the washer and you have to dump the excess—water, fuel, soap, supplies and time—right down the drain!

Old time water measurement methods can be eliminated and wastage stopped. And you can gain the added dividend of better, more uniform washing. That's through the installation of Chace Automatic, Float or Dial Type Valves on every washer in your plant, new or old. Call your laundry supply and equipment house today; they'll gladly advise you as to the type and size suited to your conditions. In addition, we'd like you to have our 12-page booklet on costs of wastage and the advantages, operation and features of Chace Automatic Valves. Just write us a note—no cost or obligation.



Typical Float Type Installation Above. Both types available in two sizes: Standard, for washers up to 42x73"; Dial, for washers up to 46x120".

W. M. CHACE CO.

How NYTRON Improves All Your Laundering Operations

TRADE-MARK REG. U. S. PAT. OFF.



Washing Woolens

For the washing of woolens, where low temperatures are necessary to prevent shrinkage, NYTRON produces outstanding results because it maintains its rapid solubility and high detergency at the temperatures required. It leaves woolens soft and fluffy because its low alkalinity

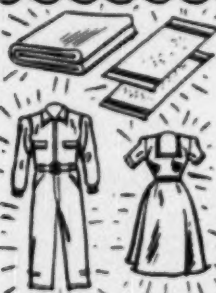
will not cause felting, matting, or affect the strength of woolen fibres. NYTRON will rinse completely and freely in cool or even cold water, leaving no residue to turn rancid and cause objectionable odors; it will shorten washing time because it works rapidly over a wide temperature range.



Washing Synthetics and Fugitive Colors

Substantial savings in classification time and special wheel loads can be achieved by the use of the NYTRON-Sour formula for the washing of synthetic fabrics and fugitive colors. Synthetic

fabrics and fugitive cottons can now be washed thoroughly, safely and economically in the same wheel with a combination of NYTRON and laundry sour. The colors are set, bleeding is eliminated and the wash is clean and bright.



General Laundering

NYTRON is used in soap-alkali formulas to improve washing action, to shorten washing time, to improve rinsing and to lower cost. The use of NYTRON in soap stock formulas has resulted in cleaner work, shorter washing cycles, sweeter smelling bundles and less tendency to discolor

fabrics or leave specks. At the same time, detergent costs have been lowered because less stock is used. NYTRON actually improves the detergency of soap and at the same time adds fast wetting, better penetration, improved solubility and more thorough and complete rinsing.

NYTRON'S exclusive combination of properties cannot be matched by any single detergent; it is not an alkali, not a soap, not a mixture. NYTRON works well in hard, soft, hot or cold water; it rinses freely, quickly and completely; it provides exceptional detergency at low concentrations and is safer, quicker and more economical to use. No wonder NYTRON is gaining in popularity with more and more leading laundries!

Get FREE SAMPLE and CONVINCE YOURSELF

Samples of NYTRON are available on request. For your sample—plus detailed information—mail this coupon today.



SOLVAY SALES DIVISION, Allied Chemical & Dye Corporation
40 Rector Street, New York 6, N. Y.

I want to convince myself that NYTRON can improve my laundering operations. Please send my free sample, plus further information.

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year in the laundry business. A party attended by more than 100 guests and employees was held in his honor at the plant.

INDEPENDENCE, KAN.—The Nu-Way Laundry and Dry Cleaning Company of Fredonia has opened a branch office at 115 East Main.

OSAGE CITY, KAN.—The Rogers Laundry and Dry Cleaning Company is back in business after having been destroyed by fire a few weeks ago.

PAULS VALLEY, OKLA.—The Paul Valley Laundry and Dry Cleaners was purchased by R. F. J. Williams, Jr., president of the Oklahoma Operating Company, Oklahoma City, from R. O. Ambrister on July 10. Over \$25,000 worth of new equipment will be installed.



In the picture above, Hudson Hale, right, new manager of the Pauls Valley plant, receives Mr. Williams' congratulations. Hale was formerly plant manager for the Southern Service Company, Long Beach, Cal.



CHICAGO, ILL.—The Chicago Laundry Owners Association has announced that the President's Dinner Dance will be held on Saturday Evening, November 4. Laundryowners, allied tradesmen, and their wives, families, and friends are invited.

ANN ARBOR, MICH.—A \$14,000 addition is planned for the Kyer Model Laundry.

GREENCASTLE, IND.—The Home Laundry and Cleaners has been leased by Harry D. Moore and John R. Webb.

ST. LOUIS, MO.—Completion of the extensive remodeling and expansion of the Mid-West Laundries, Inc., with a grand opening of its newly developed drive-in service was reported recently by V. O. Barnhart, president and general manager.

DES MOINES, IOWA.—Paul Spooner has purchased the Forest Avenue Cleaners from Joseph Sorokin and R. B. Sorokin. It will be renamed Spooner's Laundry & Cleaners.

DECATUR, ILL.—Rebuilding is under way at the Model Paris Cleaners & Launderers. The plant was destroyed by fire on June 25.

MILWAUKEE, WIS.—A laundry and drycleaning business owned by Mary and Allen Krueger and Adam Lutynski has been incorporated.

NOBLESVILLE, IND.—William Muench has taken over all the services of the Noblesville Laundry except for the Tiny Tot Diaper Service, which will continue to be operated by Edward Kaufman.

HERMANN, MO.—Mr. and Mrs. Oliver Bierwirth have sold the Hermann Laundry to Donald Hoffman.

HANOVER, ONT.—Ted Hocking has added a laundry to his dye plant. The addition will be known as the Sno-White Laundry.

CHICAGO, ILL.—The Y. O. Corp. has been incorporated to carry on a laundry, towel supply, cleaning, and dyeing business.

BETHANY, MO.—Mrs. Leland Buntin and her son, Jack, have opened a new laundry. New equipment has been installed and pickup and delivery service will be provided.

CHICAGO, ILL.—The Grand Laundry & Cleaners, Inc., was recently incorporated. Owners listed are Louis W. Levit, Kathryn Brant, and Mildred Huhman.

KENNETT, MO.—The Kennett Laundry Cleaners, Inc., have completed installation of new equipment costing about \$15,000.

KOKOMO, IND.—The McIntosh Laundry and Dry Cleaners have opened a branch office at 105 West Deffenbaugh Street.

ELDORA, IOWA.—R. C. Gilbert has announced that a new building is being constructed for his Eldora Ideal Laundry.

SHAWNEETOWN, ILL.—Mrs. Lucious Gentry has taken charge of the laundry formerly operated by Mr. and Mrs. Glen Sutton.

GILLESPIE, ILL.—A \$100,000 fire destroyed the F. W. Means & Company Industrial Tensel Service.

KANSAS CITY, MO.—The Bachelor Laundry Company has acquired an adjoining one-story building and plans to inaugurate a new drive-in service. Customers will be able to drive into the building to pick up and leave bundles.



NEW YORK, N. Y.—Murray Cohen, president of Consolidated Laundries Corporation, has announced the purchase of the Washington Square Laundry business, including its good-will and trucks, from the Knott Hotels chain. John V. LeRoy, former Washington Square manager, and other key personnel are joining Consolidated's staff.

The added volume of sales from this business is estimated to exceed \$1,000,000 per year.

BOSTON, MASS.—The safety contest which is being conducted by the Massachusetts Safety Council and sponsored by the Massachusetts Laundryowners' Association, has announced winners for the second quarter: Lewandos Laundry, Watertown; New England Laundries, Winchester; Westfield Laundry, Westfield; Home Washing Co., New Bedford; Brannen's Laundry, Fall River; and the Peabody Steam Laundry, Peabody.

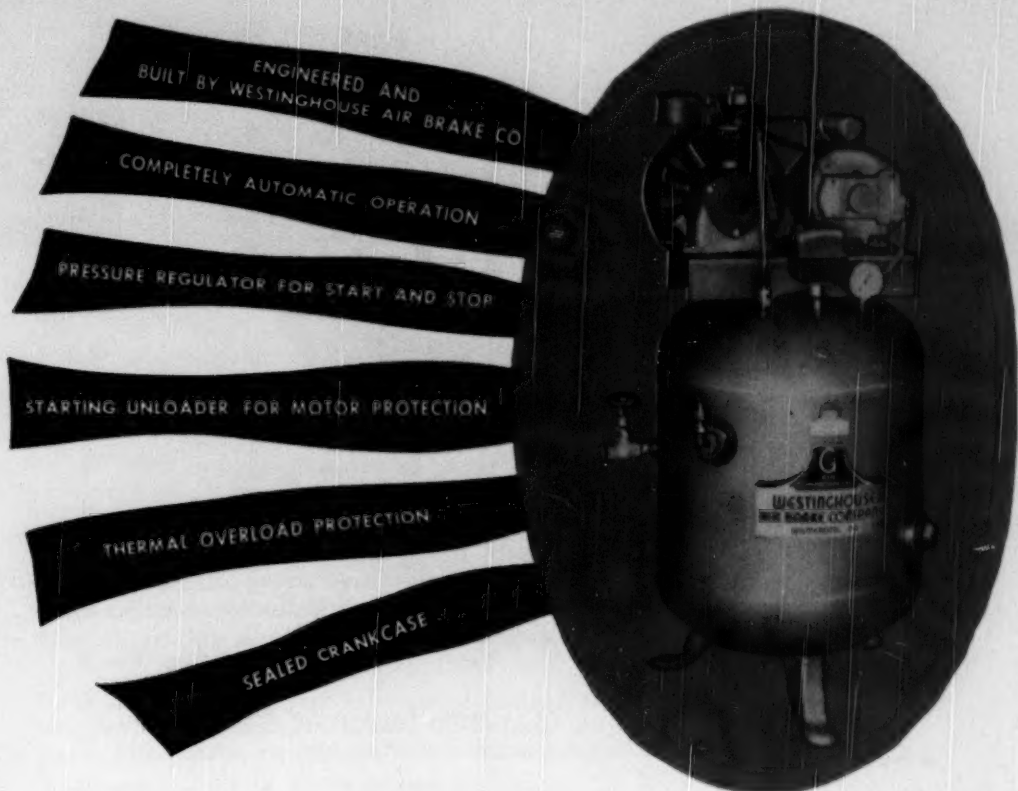
HALIFAX, N. S.—Shown below are six employees of Cousins Limited, whose years of service total 235. They are, first



row, left to right: Sadie Hook, Mae Merlin, Hilda Brunt, and Mae Lewis. Back row: Tom MacLeod and Jack Morrissey.

NEWARK, N. J.—The 126th meeting of the North Jersey Institutional Laundry Managers Association was held on September 13 at the Robert Treat Hotel. Byron Kirk of Procter & Gamble showed the film, "Leave Less to Luck." Ralph Edsall, laundry manager of the 125-bed hospital at Newton, N. J., was admitted to membership.

WATERTOWN, ME.—The Super Shirt



A NEW, ALL-PURPOSE COMPRESSOR for Moderate or Intermittent Service

Sometimes a smaller, lighter air compressor is required for intermittent operation, or for moderate duty . . . so Westinghouse Air Brake Company engineers have produced the "2GAV" unit to meet this need.

The "2GAV" is a complete compressor plant, modern in every respect. Its construction features include cam ground aluminum piston . . . cast alloy aluminum connecting rod . . . intake filter integral with cylinder head . . . light weight reciprocating

parts. Displacement is 2.7 cfm; Operating pressure 150 psi; Compressor speed, 700 rpm; Tank size, 30 gallons; Approximate shipping weight, 325 pounds. Each unit carries the PAEA seal, certifying compliance with U. S. Bureau of Standards Commercial Standards CS 126-45.

Use the "Y" Compressor to handle the heavy-duty jobs, and the "2GAV" for lighter service . . . and you'll take care of every air requirement with minimum cost and maximum dependability.



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NATIONAL'S ANNUAL GUIDEBOOK

an operating guide:

Charts, graphs and tabulated information covering all phases of drycleaning plant operation and production. Basic textbook information in a handy reference form, useful day in and day out to all plant executives.

a buyers' guide:

CLASSIFIED DIRECTORY, listing in a single section all kinds of drycleaning equipment and supplies and manufacturers of these products, arranged for easiest reference and quick and sure finding of buying information.

TRADE NAME DIRECTORY, listing trade names and manufacturers of equipment and supplies used by the drycleaning industry.

MANUFACTURERS' DIRECTORY, providing an alphabetical list of manufacturers and their home office addresses.

LOCAL BUYERS' GUIDE, a geographical directory providing complete information on addresses of manufacturers' branch offices, distributors and jobbers.

DETAILED BUYING INFORMATION supplied in display advertising of leading manufacturers and sales organizations, by informational ads throughout the Classified and Geographical Directory Sections.



Over a dozen different approaches to the marking and assembly problem are thoroughly, simply explained in the January 1951 Guidebook of the Drycleaning Industry, a long needed task of research never before completed and presented to the whole industry.

- ◆ *What are the purposes of marking and assembly?*
- ◆ *How are the various methods different from each other?*
- ◆ *Can the costs of operation be easily compared?*
- ◆ *What is the effect on lot systems?*
- ◆ *Can classification be made easier?*
- ◆ *Is more production information available?*
- ◆ *Will claims be cut, customers made happier?*
- ◆ *What's the tie-in with drivers and salesgirls?*
- ◆ *Where does pricing fit in?*
- ◆ *Just how much supervision is needed?*
- ◆ *What type of employees are best suited to this department?*
- ◆ *Can good sales control be established?*
- ◆ *Can paperwork be reduced without losing efficiency?*
- ◆ *Could management have complete control?*

JANUARY, 1951

Issue of

The **NATIONAL CLEANER & DYER**

Laundry, owned by Charles F. Wentworth recently opened for business. The laundry will also handle doctors' and nurses' uniforms, and will offer bachelor service.

BOUND BROOK, N. J.—The Little Falls Laundry has opened its fifth branch office at 113-115 Main Street. Other branches of the Little Falls plant are located at Englewood, Clifton, New Brunswick, and Red Bank.

WHITE RIVER JUNCTION, VT.—Robert J. Brady has opened a laundry and drycleaning establishment on South Main Street.

NORWICH, CONN.—A \$350,000 laundry for the Norwich State Hospital is being planned and bids have been received on the construction on the laundry.

STATEN ISLAND, N. Y.—Edward J. McCormick has been named the Republican candidate for Congress from his district. Mr. McCormick is president of the Stapleton Service Laundry.

LANCASTER, PA.—A building permit for an addition to the Red Rose Sanitary Laundry has been awarded. The addition will be 24 x 80 feet and will cost an estimated \$10,000.

MIDDLETOWN, CONN.—Plans have been authorized for a \$350,000 laundry at the Middletown State Hospital to serve that institution and the Undercliff and Cedarcrest sanatoria.

BOSTON, MASS.—Scientists attending a regional meeting of the American Institute of Chemical Engineers have revealed that it will someday be possible to clean soiled cloth by the use of intense sound vibrations. The vibrations will remove dirt particles by pushing them at the rate of 12,000 miles per second.

JOHNSTOWN, PA.—The Family Dry Cleaning and Laundry Company's plant was gutted in a recent four-alarm fire. Loss was estimated at \$40,000. The plant will be rebuilt as soon as possible.



PULLMAN, WASH.—The Pullman Laundry is constructing a new \$30,000 drycleaning plant at the junction of Palouse Highway and Stadium Way, it was recently announced by Del Rowland, manager.

INGLESIDE, NEBR.—The Hastings State Hospital laundry is being remodeled and new equipment is being added. Cost is estimated at \$39,000.

REGINA, SASK.—Adolphe Bukowski has purchased the old Laing's Beverages building and plans to convert it into a laundry.

TOWNSEND, MONT.—Mrs. Elvira Quinn has opened the new Quinn Steam Laundry.

DOUGLAS, WYO.—Walter Helzer and S. C. Dickey have purchased the Western Laundry and Cleaners from Fred Smith.

SUNNYSIDE, WASH.—A new laundry has been constructed at the corner of Seventh and Franklin by W. F. Smith.

TWIN FALLS, IDAHO—Part of the Parisian Laundry recently suffered fire damage.

FAIRBANKS, ALASKA—A 25 x 50-foot addition is under construction at the Fairbanks Laundry.



COVINGTON, GA.—Launderers and cleaners from four counties recently met to organize the Piedmont Cleaners and Launderers Association. Ernest Callaway, Tri-City Cleaners and Laundry, Covington, was elected president, and James Gardner, Jr., Rockdale Quality Cleaners, Conyers was elected secretary-treasurer.

A similar group representing three counties met at Winder, Ga., on August 17 to organize a local association. Theo Jackson, American Dry Cleaners and Laundry, Winder, and D. R. Hendricks, Peerless Laundry, Commerce, were elected president and secretary-treasurer, respectively.

ORLANDO, FLA.—New shirt finishing equipment has been installed at the Orlando Steam Laundry.

CHATTANOOGA, TENN.—A new sales gimmick is in use at the Modern Way Laundry. The plant has installed a silver cleaning machine which cleans the customers' change. The money cleaning service is reported to be well received.

MIAMI, FLA.—A new laundry and cleaning drive-in has been formally opened. S. Greene is owner.

ARLINGTON, VA.—The third fire in less than a year blazed recently at the Industrial Laundry.

MIAMI, FLA.—Harry Herskowitz has rejoined the New French Benzol Cleaners and Laundry as vice-president in charge

of operations. The firm was recently modernized at a cost of \$50,000.

SAVANNAH, GA.—The E. & W. Laundry recently celebrated its 53rd anniversary. The plant is owned by Judge Arthur W. Solomon.

WINTER HAVEN, FLA.—Thomas E. Johnson has been named manager of the drycleaning department of the Winter Haven Laundry.

MIAMI BEACH, FLA.—Launderers and drycleaners here recently formed an organization to promote better trade relations and to formulate a code of ethics. Officers are Irwin Geser, president; Irving E. Zoll, vice-president; Ben Levine, treasurer; and Lee Fensterman, secretary.

ABINGTON, VA.—A new firm capitalized at \$60,000 has been incorporated under the name of Cavalier Laundry and Dry Cleaning Corporation. A. L. Petrey and H. B. Wilkinson will operate the plant.

LOUISVILLE, KY.—An \$18,000 building permit has been issued to the Spaulding Laundry Co.

DURHAM, N. C.—A new addition will be added to the plant of Johnson-Forester, laundries and cleaners.

RALEIGH, N. C.—Newton's, Inc. has been incorporated as a laundry and drycleaning business with capital stock of \$100,000.

TALLAHASSEE, FLA.—A new laundry will be constructed at the W. T. Edwards TB sanatorium.

COLUMBUS, GA.—The Superior Laundry and Linen Service's petition for incorporation has been approved.

WINSTON-SALEM, N. C.—The Carolina Linen Service plans to construct a \$250,000 laundry on South Stratford Road, according to F. E. Barron, manager.

MINNEOLA, FLA.—Thomas Fleming has purchased the Sun-Ray Laundry from Allen Johnson.

MELBOURNE, FLA.—Damage in excess of \$50,000 resulted from a fire at the Melbourne Laundry and Cleaners.

PLANT CITY, FLA.—The Star Laundry and Dry Cleaners has held its formal opening. It is owned by Mr. and Mrs. Maynard Tinkham.

COLUMBIA, S. C.—The Fort Putton Cleaners, Inc., has received a charter of incorporation.

MIAMI, FLA.—Hilliard Clein is now operator of the Southern Laundry and Dry Cleaners. He also operates the Clein Linen Service.

TENSILE STRENGTH LOSS

So long as excessive tensile strength losses are tolerated *anywhere* in the laundry industry, the effect on public relations is going to be unfavorable *everywhere* in the industry. Minimizing tensile strength loss is everybody's business.

If we are going to minimize tensile strength loss, we've got to understand it. There are several possible sources of high tensile strength loss, and one of these results from chemical damage sustained through improper bleaching procedures.

Generally speaking, proper bleaching recommendations can be summarized in terms of two quarts of 1% bleach per 100 pounds of goods running at customary suds water levels at 160° F. for not less than seven minutes and, if necessary, for ten minutes. There is nothing magic or mysterious about this recommendation. It simply represents the conditions, established experimentally, under which maximum bleaching efficiency with minimum tensile strength loss can ordinarily be assured.

HEAVY SOIL OR HEAVY SOIL STAINING?

Of course, there are exceptions to this rule. Goods bearing exceptionally heavy soil-stains may require heavier bleaching to eliminate discolorations. It is important, however, to recognize a distinction between *heavy soil* and *heavy soil-staining*. Heavily soiled work is likely to be heavily soil-stained — but not necessarily. Heavy soil always requires extra detergency for soil removal. But heavy soil, in itself, is not always a justification for heavy bleaching, unless experience with the work demonstrates that the heavy soil is of the stain-forming type. It is entirely possible to do an adequate job of bleaching on heavily soiled work with a normal bleach dosage — *when sufficient detergent action is provided to remove the soil.*

Tensile strength loss is discussed in detail in a recent issue of *Cowles Laundry Tips*. If you don't have this issue, we will be glad to send it to you.

ESCOLITE PROVIDES THE SAFE WAY

Imbedded soil needs to be "knocked out" safely and effectively — not etched out with harsh alkalies nor burned out by heavy bleaching. ESCOLITE provides safe and effective colloidal bombardment which scrubs the soil off fiber *exteriors*. Because colloidal detergency is safe detergency, ESCOLITE will not penetrate fibers — will not expose raw fiber interiors to destruction by bleach.

Your Cowles Technical Man will be glad to help you minimize tensile strength loss in your plant. You can reach him through your regular Cowles Dealer or by writing us direct.



COWLES CHEMICAL COMPANY

7016 Euclid Avenue • Cleveland 3, Ohio

Cowles

ESCOLITE

ESCOL 77

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You Can "Write Your Own Ticket" for

CHECK YOUR NEEDS
We'll Meet 'em

YOUR CHOICE OF CHASSIS

Make Model

(On MONTPELIER "SIDE-AISLE" Models)

FULL CROSS-AISLE—for
Easy Access from Either
Side ☐

DROP FRAME—for Greater
Convenience, Less Fatigue ☐

(On MONTPELIER "URBAN" Models)

FORWARD CONTROL—to
further Increase Load Space ☐

(On Any MONTPELIER Model)

SHORTER WHEELBASE—
for Shorter Turning, Easier
Parking ☐

GREATER LOAD SPACE—
More Deliveries per Trip ☐

WIDE REAR DOORS—for
Greater Loading Ease ☐

MORE HEADROOM—So
Driver can Stand and Work
Erect ☐

SWIVEL BUCKET SEAT—
for Greater Ease Entering,
Leaving ☐

INSULATION—Top, Sides
and Floor ☐

—and Many
Other Optional Features to
Increase Efficiency, Lower Costs,
for YOU.

Montpelier

URBAN and SIDE-AISLE

DELIVERY VEHICLES

ENGINEERED and BUILT
TO MEET YOUR SPECIFIC NEEDS

A PROVEN FORMULA for
Cutting Delivery Costs — Increasing Profits

1. Choose Chassis of the make and size you consider most practical for YOUR needs.
2. Write, Wire or Phone MONTPELIER, giving information as to chassis, whether for wholesale or retail, etc. We'll send you, immediately, description of MONTPELIER features developed during our more than twenty years in designing and building cost-saving delivery transportation for LAUNDRIES and DRY CLEANERS.
3. MONTPELIER will cooperate with your truck dealer in providing the most economical and desirable delivery equipment—engineered and built to YOUR specific needs.

Your drivers will make More Stops with Less Fatigue,—More Dollar Volume, Less Cost, Bigger Profits for YOU.

MONTPELIER'S Cost-saving Methods—using standardized and special assemblies—keep your buying price surprisingly low.

Let us furnish you with additional information.

WRITE, WIRE OR PHONE

THE MONTPELIER MANUFACTURING COMPANY

Manufacturers of Specialized Delivery Equipment

MONTPELIER, OHIO



Montpelier "Side-Aisle" Style with Drop Frame



MONTPELIER URBAN
FORWARD CONTROL STYLE

You'll be Proud of the Smart,
Modern Appearance of Your
MONTPELIER Delivery Equipment

STUB IDENTIFICATION

Amsterdam Laundry Uses Special Tags
To Mark Pieces After Damp Assembly

By JOHN J. DUNN

TO identify the bundle after damp assembly the Robison-Smith Laundry of Amsterdam, New York, has devised a system which is a variation—with advantages—of a standard multiple-stub set-up.

Many plants under pin and net shift to some other type of identification after damp assembly in order to release the markers for re-use. Perhaps the most common device for achieving this end is a bundle ticket with various sections which may be detached to follow the different parts of the order through the drying and finishing sections. The system finds its greatest application where the bundle is assembled and wrapped as two or more packages.

The Amsterdam laundry, a branch of the firm's main plant at Gloversville, New York, is headed by Willard M. Smith, president, and Luman Robison, vice-president. About a year ago the officers and the branch

TUCK-UP				BAGS		BILLS	
Flat Work							
LOT D PIN	D	D	D	D	D	D	D
44	44	44	44	44	44	44	44
	TUCK-UP			BAGS		BILLS	
A TOWELS	BAGS	SOCKS	DET	DET	APPAREL	APPAREL	
D	D	D	D	D	D	D	D
44	44	44	44	44	44	44	44
LOT	LOT	LOT	LOT	LOT	LOT	LOT	LOT
A TOWELS	BAGS	SOCKS	DET	DET	APPAREL	APPAREL	

Cardboard ticket with 12 perforated stubs used to identify parts of bundle after damp assembly at Robison-Smith Laundry, Amsterdam, N. Y.

manager set out to find a system which would free the pin bars before finishing. The present set-up was designed to provide efficiency and accuracy in a smaller plant in which assembly and packaging are handled by a single operator.

As a bundle is netted and classified at the marking booth, the operator attaches to the pin tray a card with perforated stubs. The sections of this card are printed with a letter and a number which will form the identification for the bundle. Since letters A through E and numbers 0 through 99 are used, the same combination repeats itself only about every two weeks. Under a four-day service these combinations are extensive enough to prevent duplication. Naturally more letters, and perhaps colors, in combination could be made available if required.

The bundle's letter and number are noted on the



Cards of stubs are attached to the pin trays which appear above the scale at the marking booth

PANTEX SUGGESTS YOU

Sing out

There's no business

— LIKE SHIRT

**BY GIVING LIVE DEMONSTRATIONS—
THEY BUILD SHIRT VOLUME**

You can get good, profitable shirt volume if you show your customers what you can do on shirts! You need just two things, one, a properly-set up shirt laundering unit and, two, promotion, publicity, and PUSH! If you'll show the world, you'll sell the world and — you'll make a lot more profit than ever before!



Here's an idea that worked for one plant—Royl Cleaners actually exhibited their Pantex equipment at the recent Greenfield (Mass.) Rotary Trade Show . . . 15,000 people learned about Pantex fine-laundered shirts in one week . . . Royl's shirt business jumped 33% and they're now working an 80-hour week!



BUSINESS!

Why don't you capitalize on the fact that housewives don't like to do shirts? You'll increase your shirt volume by showing her exactly how shirts are done better away from home, by letting her see your machinery at work. And, the housewife will realize that in addition to her husband's shirts looking better she will save herself a lot of drudgery.

Once you have convinced her by showing her, your shirt volume will increase. We urge you to grasp every opportunity to give actual demonstrations.

Pantex has earned an enviable reputation for the simplicity of design, ease of operation and sturdy ruggedness of its finishing equipment. Complete details on costs, space, etc., are all yours for the asking . . . no obligation, just fill out coupon and mail today. Get your share of this extra volume.



equipment that invites comparison

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Gentlemen: Please send me further information about Pantex Shirt Equipment.

Name

Company

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City Zone State 010



Damp assembly operator takes down various parts of bundle and sends them on with appropriate identification stub

ticket which goes to the office for pricing. Under a standard multiple stub set-up the ticket would come back from the office and meet the bundle at damp assembly. The stubs would be detached for the various classifications. At Amsterdam, however, the special card fulfills this function and the bundle ticket meets the order only at final assembly. Shirts are fully identified and are handled separately.

The operator brings the various flagged nets together on the damp assembly monorail. The appropriate stubs are detached and go into the nets for handkerchiefs, towels, and socks. The wearing apparel and flatwork are placed in hampers with the stub on top; dividers separate the individual bundles. The main part of the ticket with the unused stubs goes with the flatwork.

In each of the finishing sections the operators handle each bundle separately, piling them with the stubs on the top. The main section of the ticket passes through the flatwork ironer in the pocket of a marker which signals the beginning of a new bundle.

The assembly and packaging department is established behind the folding side of the ironer. The assembly operator has a rolling rack containing twenty bins, corresponding to the twenty bundles in an all-finished lot. The assembly girl starts at the tumblers and files the various bundles into the bins with the appropriate stubs showing on each. She rolls the rack to the other finishing sections and gathers the handkerchiefs, towels, socks, and wearing apparel for each order. Back at the assembly section she picks up the flatwork, places the other pieces on top, and wraps the entire bundle with the invoice attached on the outside. When the order is complete the stubs for the individual sections are stapled to the main part of the ticket. These are retained for a period of two weeks as a check on possible errors.

Of course, no bundle is released until all stubs are accounted for. When a piece is returned for washover because of dirt alone, it is flagged with a piece of cloth, and another piece of the same pattern and color is left with the rest of bundle. If some part of the order requires more extensive reprocessing, it is tagged with a pin from a special tray and identified beyond damp assembly by one of the extra stubs on the card. This

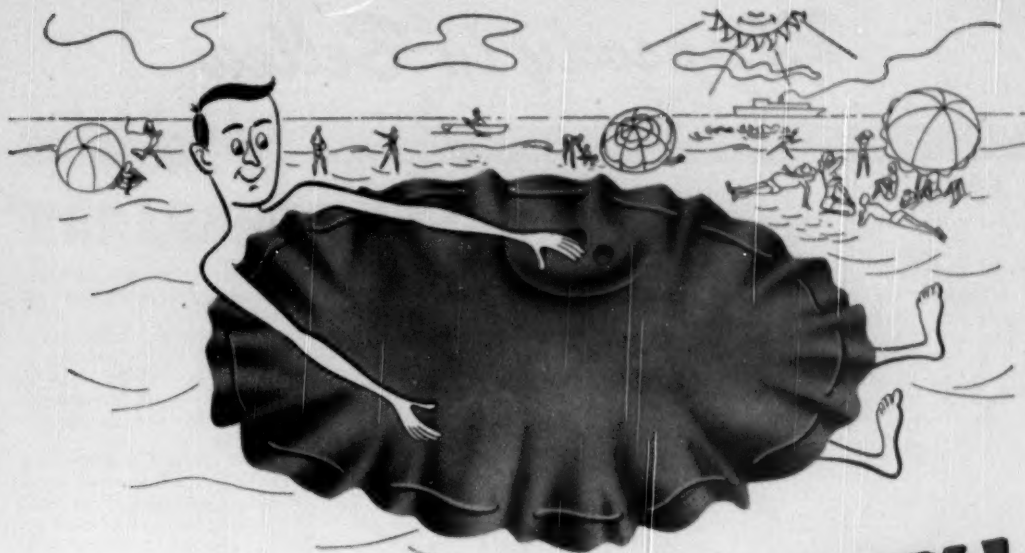
allotment of extra stubs allows flexibility in handling unusual pieces. For example, two sections are designated for dry work in case some piece cannot be tumbled with the towels.

Originally the plantowners intended to use a stub on flatwork needing touch-up. In practice, however, they discovered it was simpler for the folders to pile these bundles at right angles to the regular pieces. Here they found slavish devotion to the stub system would have been more bother than it was worth.

In summing up the advantages of the system, management of the Robison-Smith Laundry emphasizes three main points: (1) the simple combination of number and letter offers easy and efficient assembly using a single operator; (2) no changes were required in the plant's established billing procedure; (3) extra stubs permit flexibility for handling unusual pieces. ●



At final assembly, flatwork at center is waiting to be matched with other parts of order in bin at right. Wrapping is done at far left



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If you're not using Thermotex—you're not protecting yourself! Stop losing money with inferior cloths! Here's the greatest cover cloth ever made—laundry after laundry proves that claim! Most economical — most durable! Thermotex is equally effective in laundries and dry cleaning plants. Thermotex gives a finer finish to all jobs. No sticking, no shrinking, no scorching!

Here are some of the amazing records made by Thermotex:

62 days of service on a Tiltor Bosom
69 days of service on a Tiltor Body Press
35,000 shirts on a Prosperity Yoke Press

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Rhapsody in Bellevue

Pedal Pusher

I knew sooner or later I'd run across something that couldn't be made out of baling-wire. It comes via my boss, Wayne Wilson, who saw it in a laundry in Pittsburgh,

operator on a four-girl shirt unit, and investigation revealed that the girls all thought the job was a little too heavy. To remedy this situation, Paul devised an air piston book-up to do the work of turning

left-hand pedals, and the air-piston does the work of pushing down the left-hand pedal.

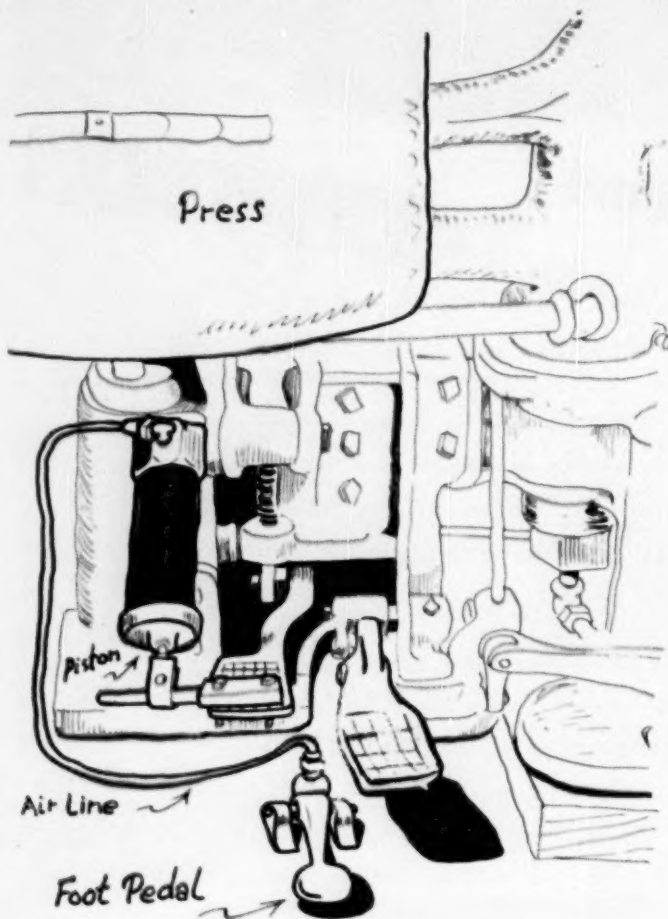
Some day, when you have a lot of time, try to draw the workings of a shirt unit so that the drawing would explain a point to some one who had never seen the device. Such a thing!

Hope you can figure my drawing out. The air piston is fastened to the body of the revolving front unit, with the air intake at the top of the cylinder. The piston end is connected to a rod bolted to the pedal. To the side of the right pedal is positioned the activating lever that controls the piston. When this lever is depressed (and why shouldn't it be, what with taxes as they are?) the piston takes over the job of turning the press, saving the No. 3 operator the pushing effort.

For purposes of illustration the air line is shown out to the side where it very obviously would be in the way. Actually the line is run very neatly behind the piston, close in to the machine and down between the pedals.

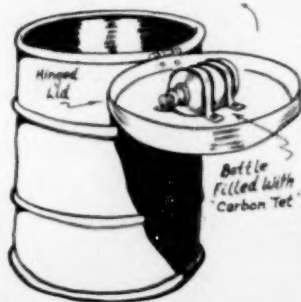
A Pint of Prevention

St. Louis is always good for a lot of short cuts in the laundry business, and from Roy Wurst's Broadway Laundry comes the majority of this month's material. Something new to me was an idea for cutting down the danger of fire from oily rags and mops that are so often left around a plant. Most owners see to it the oily materials



Pa. To be exact, it's in the North Side Laundry, owned and operated by Frank Davis and his son, Paul. Seems the North Side plant was having trouble keeping the No. 3

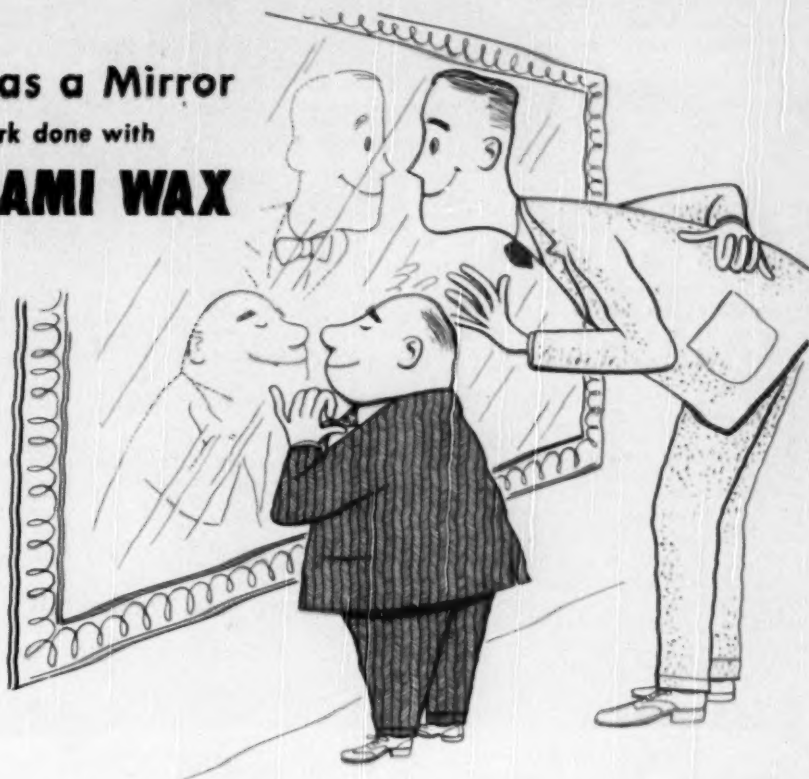
the press around so it would go into the head. Now, instead of stepping on the left-hand pedal to turn the press, the operator merely steps on a small pedal between the right and



Smooth as a Mirror

... flatwork done with

KARAGAMI WAX



Any way you look at it, you'll save money and win friends with Karagami Wax. Karagami keeps wrinkles out of your flatwork . . . keeps customers happy and satisfied.

Sheets and spreads just won't gather, wrinkle, or pick up when you use Karagami on your ironer. Flatwork slides through easily, comes out spick and span and ready for folding.

Karagami Wax helps you do more work with fewer reruns. No chance of scorching tape or cover. And Karagami is as easy to use as it is efficient. The handy sifter can eliminate the mess and spillage

usually associated with oily, more costly substitutes.

Ask your jobber for powdered Karagami Wax, in 1 lb. sifter cans or in bulk lots. Also available in cake form.

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Moorestown, N. J.

We want to try it. So please send us a
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are placed in metal drums, but even then, if the lids don't fit properly, or aren't closed tightly, there's still the possibility of spontaneous combustion.

Metal drums used for such a purpose in the Broadway all have hinged lids. Strapped to the inside of each lid is a tightly corked bottle of carbon tetrachloride. Each holds about a pint of the liquid, and it can be any kind of bottle. Thin metal straps bolted to the lid of the drum hold the bottle in position. To keep the bottle from slipping, or from breaking due to rough usage, strips of sponge rubber are placed between the bottle and the straps.

In case the rags do happen to catch fire, the bottle either breaks from the heat or the cork is blown out. Either way the fire is soon smothered by the carbon tet.

Salt Funnel

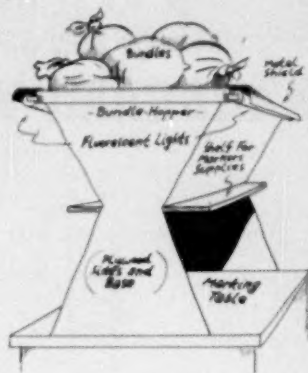
One of the crew, tired of cleaning up after getting salt out of the bin, hit on a method that saves him a lot of sweeping. He cut a foot-square opening on the front of the five-ton bin, tacked a two-foot canvas sleeve to the inside of this open-

ing, and funnels the salt into his salt pail. When the pail is full, he tucks the sleeve back into the opening and covers the whole with a makeshift lid, a double precaution since the sleeve crammed into the opening has proved enough to keep the salt from spilling out. When the salt gets below the level of the opening, he leans over the partition and scoops it into the sleeve. Either way it keeps the boiler room a lot neater. ●

Marking Table Features

While hardly a world shaking development, this hopper for the marking table does have a couple nice features about it that may give someone an idea. It's made out of odds and ends of material to be sure, but notice where the fluorescent lights are placed at the top edge of the hopper sides, even with a metal shield over each one, so that the bundles won't be so apt to knock them down on the marker. I guess what really made me notice this is the placing of a small shelf to hold the marker's supplies. While the shelf looks as if it might cut off considerable light from the fluorescents, let me add that I had to draw

that blasted shelf larger than it really is so it would show up on the drawing. It doesn't throw a shadow on the table, and it is very handy



for the marker's odds and ends.

If necessary, two markers can work from this same table. ●

Hamper-High Counters

More and more plants are becoming aware that every table and



ALL Tables in Plant and Office clear Baskets



counter in the plant should be of sufficient height to clear the tallest baskets in the plant. Sure saves time when a basket is needed somewhere in a hurry. ●

Belt Holder

Roy does quite a few uniforms with his linen service, and like a lot of others had no end of trouble trying to match up uniforms and belts until he started using an idea method commonly found in the large linen supply houses. Now he has a special cabinet with all the belts arranged according to size and color. Wooden strips with nails hold the belts in the cabinet. Each wooden strip is progressively higher in its position in the cabinet. The lower row is in the front, and has the sizes ranging from size 30 to 40 printed on the face side. Behind

UP go profits—
DOWN go costs...

HUEBSCH

Chief 25"
IRONER and FLUFFER

Remarkable Production...
350 to 400 Perfectly Ironed
Handkerchiefs or Napkins Per Hour!

The Secret of HUEBSCH Superiority Is In the Answers to These Two Questions

1. Why does the Chief 25" produce perfect work?

Because the handkerchief is completely straightened and squared on the pad *before* it is ironed.

2. Why is it so fast?

Because the straightening and squaring is done so rapidly with the aid of the clamp, and the operation of ironer is so easy and simple.

The Chief 25" can be efficiently operated as a one or two girl unit. Two girls can iron and fold from 350 to 400 pieces per hour... and every piece is beautifully finished.

Write, wire or phone for all the facts and illustrated literature.

RESULTS PROVE

THE CHIEF'S SPEED AND WORTH

"It has improved our quality of work, and we have found it actually saves 90% of one individual's time."

McEwen's Laundry, Nashville, Tenn.

"We've taken off two girls in our Handkerchief Department, and our customers are getting a better bank. We're crazy about the results of the Ironer-Fluffer so far."

Monarch Laundry, Chicago, Ill.

"It is the most satisfactory piece of equipment we have in the plant. It does more than expected. We also iron napkins, dollies and other small pieces, and only this week we have had several customers call and comment on how nice our napkins looked."

Magee Laundry and Cleaners, Jackson, Miss.

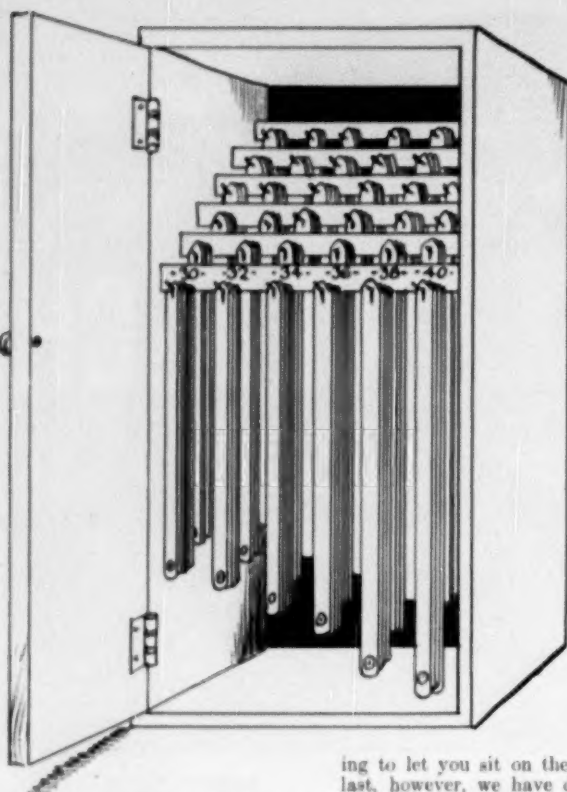


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brings big profits. Get all the
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Open-End Tumbler Handkerchief Ironer and Fluffer Pants
Shaper Automatic Valves Feather Renovator Double
Sleeve Collar Shaper and Ironer Garment Bagger
Cabinet and Garment Dryers Washometer Hosiery Ironers

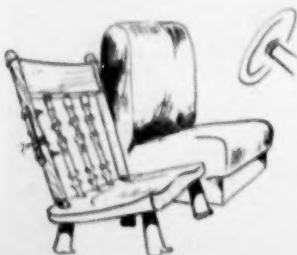


this first row of belts are the racks for the various other colors, green, tan, white, yellow, or whatever they may be, all arranged according to the size printed on the first lettered strip.

When the girl checks out the uniforms she needs only grab belts of the proper size and color from the racks as she needs them. ●

Extra Truck Seat

Lots of times it's necessary to send two men out on a truck to pick up heavy commercial work, and the trucks have only one seat. Probably nothing is more uncomfortable than riding in a truck that's too low to stand up in, and too rough rid-



ing to let you sit on the floor. At last, however, we have discovered a laundryman with a heart of gold. When he sends someone out with a driver to pick up commercials, he furnishes the man with a veritable "throne," no less. The throne is the pride and joy of the plant—probably cost all of 50¢ at the local used furniture store. The legs of this beautiful chair have been cut off so it fits very nicely into the front of the truck beside the driver.

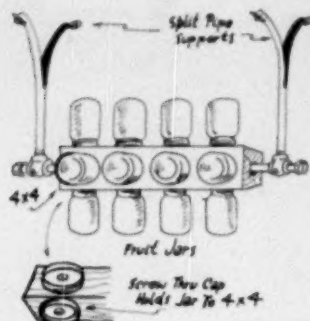
If ever you're in Macon, Missouri, drop by the Macon Laundry & Dry Cleaning plant and Smitty might make you a present of it. (Something tells me he's that "extra" man!) ●

Boiler Room Bottles

Here's something I've seen used in laundries for holding all the various sized buttons that a repair lady uses, but I've never seen it used just like this. It's the old trick of mounting Mason jars on a four-by-four. The lids are either nailed or screwed to the four-by-four with screws, and the jars are merely screwed into place.

In St. Louis I saw this idea used in the boiler room to hold the small parts that the maintenance man is always hunting for. Each jar is used

for a bunch of different sized nuts, bolts, washers, cotter pins, nails and what have you. Lengths of half-inch pipe, split at the top ends, are



used to hold the device up out of the way. Plans are afoot to use several of these holders later on, with the jars held out from the wall instead of suspended from the ceiling. (The owner of the place told me he uses the same idea at home. He fastens the jars to the rafters of his garage to keep such things out of reach of his little boy.) ●

Spraying Baskets

Anyone who handles greasy loads from hotels or restaurants knows that a canvas basket will, in time, become very unsightly due to the grease soaking through the sides. One solution to the problem, as far as making them neater in



appearance, has been one operator's idea of spray painting them with a good grade of aluminum paint. Both the inside and outside of the baskets are painted, and if care is taken to allow plenty of time to dry, the paint won't rub off on the garments, and will afford a far nicer looking basket for use in picking up this type of work. ●

Look to **DELIVERY COSTS ...**

UNCERTAIN YEARS
Lie **AHEAD!**

- You'll PAY MORE for GASOLINE!
- You'll PAY MORE for REPAIR PARTS!
- You'll PAY MORE for REPAIR LABOR!
- You'll PAY MORE for TRUCK TURNOVER!
- You'll PAY MORE for TAXES!

*Your
Best
Move ...*

IS TO DIVCO-IZE AND REDUCE COSTS NOW!

• HOW long would your present delivery trucks stand up if unsettled World conditions placed restrictions on truck manufacturing — and — subsequent buying? Lots of businesses operating home delivery routes had plenty of grief and unnecessary expense trying to keep crippled and worn-out conventional trucks in operation during the last emergency. Patching up and overhauling trucks, which break down under such a strain, can run up an enormous expense for hard-to-get parts, and high cost labor. Divco fleet owners have no such grief. Specialized Divco trucks are ruggedly built. These trucks last many extra years. Maintenance costs are negligible. Gasoline economy is unusually high. When you DIVCO-ize — you really ECONOMIZE! That's important when your business faces uncertain years ahead!



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VIRGINIA MEETS AT ROANOKE

OVER 200 cleaners and launderers from all over Virginia attended the seventh annual convention of the Virginia Association of Launderers and Cleaners at the Hotel Roanoke, Roanoke, Virginia, September 18-19.

Election of officers and a talk by Richard Harkness, NBC radio news analyst, were highlights of the two-day meeting.

John Doley of Newport News was named new president of the association. Other officers are: James E. Smith of Lynchburg, vice-president; C. P. McElheney of Danville, secretary; and C. M. Dixon of Big Stone Gap, treasurer.

Three new members were named to the board of directors to join Blois Gygi of Norfolk, retiring president, and A. M. Pitchford of Richmond. They are: Edwin Gresham of Arlington; M. J. Reid of Staunton; and James A. Albano of Norfolk.

In his talk, Harkness said the government was "encouraging labor unions to get wage increases and would roll back prices to cut down profits." Only farm prices would be exempted from the rollback, Harkness said, because the Administration pampers farmers and labor for political purposes.

Commenting on the resignation of Secretary of Defense Louis Johnson, Harkness said the former secretary was being made the "scapegoat" by the Administration. He claimed the decision to trim military expenditures was made by President Truman and the Budget Bureau.

Another speaker was Ben F. Baumann, Lumbermen's Mutual Casualty Company. Speaking on "Insurance As It Applies to Launderers and Cleaners in Virginia," he told the group four ways they can save on insurance: (1) By insuring on a five-year term basis; (2) by in-



New Virginia officers are, left to right: C. M. Dixon, Royal Laundry, Inc., Big Stone Gap, treasurer; John Doley, Warwick Laundry, Inc., Newport News, president; J. E. Smith, Hill City Laundry, Lynchburg, vice-president; and C. P. McElheney, Davis Laundry, Danville, secretary

stalling efficient sprinkler systems which will pay for themselves within seven to ten years through savings on insurance; (3) by avoiding duplication between boiler and machinery policy and the extended endorsement on fire policy; and (4) by not insuring pressure vessels and furnace explosions under boiler policy.

Talking on "Price Cuts Vs. Volume Decline," James R. Wilson advised the group to adopt improved cost accounting methods in their firms. He also urged the preparation of monthly profit and loss statements. Wilson is owner and president of J. R. Wilson & Co., laundry and drycleaning accountants and consultants of Atlanta, Ga.

After a round table discussion led by R. L. "Bill" Ayers, a luncheon program was held as the concluding session of the convention. The speaker was Dr. R. C. "Scotty" Young.

A banquet, floor show and the president's ball ended the convention. ●

KENTUCKY CONVENES



Officers and directors of the Kentucky State Laundry and Cleaners Association. Front row, left to right: J. I. Huddleston, Harrodsburg, director; C. A. Goodman, Jr., Glasgow, president; and Waldo Kamman, Corbin, vice-president. Second row, left to right: C. L. Thompson, Jr., Lexington, director; E. W. Walker, Mt. Sterling, director; and R. E. Fairhurst, Paducah, director. Third row, left to right: Wilbur Fields, Louisville, managing director; Maurice Quiggins, Owensboro, retiring president and director; and W. M. Vogler, Bowling Green, director

KENTUCKY STATE Laundry and Dry Cleaners Association members held their 1950 convention on September 15 and 16 at the Hotel Owensboro, Owensboro, Kentucky.

The practice of keeping young men in the presidency of the Kentucky group was continued when C. A. Good-

man, Jr., of the Crown Laundry and Cleaners, Glasgow, Ky., was elected to succeed Maurice Quiggins, of the Model Laundry and Cleaners, Owensboro. In addition to being president of the association, Mr. Quiggins was host to the convention, being assisted with making arrangements by his business associate, J. Randall Barger.

Elected vice-president was Waldo M. Kamman, of the Weed Laundry and Zoric Cleaners, Corbin, Ky.

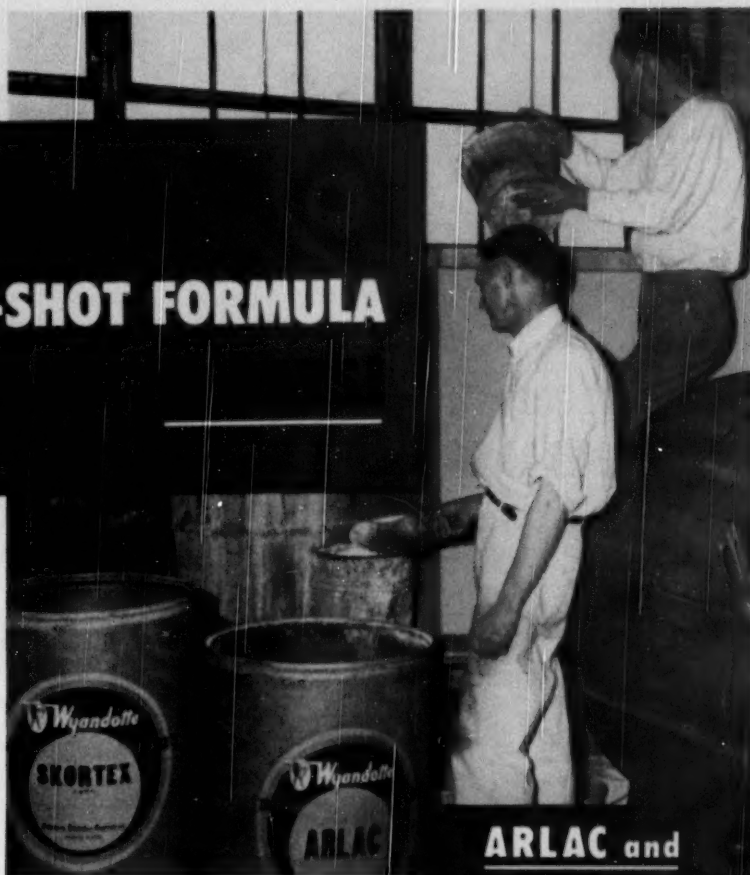
An informal luncheon for early arrivals at the convention opened the program, following which Bud Bartholome, production manager of the White Swan Laundry, Evansville, Ind., spoke on "One Plant's Personnel Policies and Practice."

H. A. Prichard, representing R. R. Street & Co. Inc., showed motion pictures on drycleaning, and Walter H. Montgomery, of the Crown Laundry & Dry Cleaning Co., Indianapolis, Ind., described "A Laundry Within a Laundry."

"The Future Sales Picture as We See It in View of the International and National Situation" was described by William E. Mercer, of the American Institute of Laundering, Joliet, Ill.

Retiring President Quiggins and Mr. Barger were hosts and bartenders at a cocktail hour which preceded the annual dinner of the organization. Their specialty,

ONE-SHOT FORMULA



ARLAC and new SKORTEX

Arlac and new Skortex save labor . . . supplies . . . fuel

That's right! *The one-shot formula saves you labor.* You add to the washwheel *only once* instead of 3 times or more. *The one-shot formula saves you supplies.* There's no waste . . . added to the break Arlac and Skortex* carry over through the bleach operation. *The one-shot formula saves you fuel.* After the first hot rinse, you can use cold water for rinsing. Ask your Wyandotte Representative or Supplier to show you how Arlac and Skortex can save you money 3 ways!

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BUILDER AND SYNTHETIC

- Dissolve instantly
- Can be used dry or in stock solution
- Remove lime soap and scale from wheel
- Work in hard or soft water
- Neutralize body acids — work on stains
- Rinse completely — in cold water
- Save labor, supplies, fuel



THE WYANDOTTE LINE—builders and detergents:

Arlac, O-S, Chartaw, Apache, Pawnee, Yellow Hoop, 33, Color Spark, Speedac, Skortex, Clomak; *sours:* Sourflo, Klera-Cid, Sour-Tec; *deodorant:* Steri-Chlor — in fact, specialized products for every cleaning need.

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they confidentially reported, was "The Whisper of Death."

Col. Esthel Stroube, a veteran of 28 years of army service and recently named comptroller at Camp Breckinridge, which is being opened again for the training of troops, spoke at the dinner, replacing Col. L. R. Hathaway, deputy post commander, who was unable to attend the meeting.

Col. Stroube told the delegates that Camp Breckinridge, which is located near Morganfield, Ky., expected to have a peak load of 25,000 trainees, and that draftees will soon start arriving at the rate of about 600 per day. Explaining the problem of outfitting soldiers, the colonel said that the camp had 250 different sizes of shoes on hand.

"Leave Less to Luck," a film shown by Don Tuttle, Procter & Gamble, was followed by a question and answer period on the closing morning of the convention.

Highlighting the last session was a talk by Charles

Truxal, National Institute of Cleaning and Dyeing, Silver Spring, Md., who spoke on "New Drycleaning Techniques."

Mr. Truxal told those attending the meeting that humidity is extremely important in successful drycleaning, adding that if the humidity is too low dirt will remain in the clothing. If the humidity is too low, water in small quantities should be added to cleaning solutions, he said.

Directors elected at the convention included: C. L. Thompson, Jr., Lexington Laundry Co., Lexington; J. W. Terry, London Laundry & Dry Cleaners, London; J. Irwin Huddleston, Model Laundry, Harrodsburg; R. W. Walker, Mt. Sterling Laundry, Mt. Sterling; Richard E. Fairhurst, Paducah Laundry & Cleaners, Inc., Paducah; W. N. Vogler, Troy Steam Laundry, Bowling Green; Maurice Quiggins, Model Laundry & Cleaners, Owensboro. ●

NEW YORK STATE FALL MEETING

A WEEK before the AIL national convention the New York State Laundryowners Association held its fall conference. The Boston meeting was larger and benefited from the exhibits, but it wasn't any more picturesque. Saranac was selected for the New York meeting, and nature co-operated by arranging for the leaves to be at the height of their fall coloring and by having the weather ideal for observing them.

The conference opened September 29, with a talk by Dr. Joseph B. Quig, assistant manager, development section, rayon technical division, E. I. duPont de Nemours & Co., Inc. He gave his audience a preview of the newest developments in rayons.

The next morning the program was opened by Walter Reinhard, Staub & Sons, Rochester, N. Y., who gave a very interesting talk on productive ideas for the drycleaning department. By the use of charts and movies he supplemented his remarks and showed the application of his ideas to the plant.

President Fred McBrien was scheduled as the next speaker, but a little virus kept him at home. George Klinefelter, able chairman of the AIL Washington Activities Committee and president of the Elite Laundry,

Baltimore, gave McBrien's talk. This dealt with the developments in Washington and their effects on the laundry industry. The high point of this discussion was the description of the fine work being done by the joint committee of the several industries making up the textile maintenance group.

Next, Mr. Klinefelter gave the talk he was originally scheduled to deliver, "Who Are You To Judge." This was based on his company's several years of experience with pre-hiring tests. His first point of emphasis was know all about the man or firm doing your testing; be sure they understand the problems of your business. He summed up the policy of the Elite Laundry as never hire against the recommendations of the tests, and hire and upgrade on their recommendations, but don't expect more than a 50 percent result.

The meeting closed with a dinner and presentation of the golf tournament prizes. The speaker of the evening was Dr. Neil Carothers, dean emeritus, College of Business Administration, Lehigh University.

Tom Ford won the low gross for men, and Mrs. Harold Long, was low gross for the women. Several other prizes were awarded.—Wayne Wilson. ●

ESSENTIALITY REPORT

A REPORT prepared by the AIL, NICD, and other national trade associations in the textile maintenance field has been printed for distribution to government agencies and the trade. It emphasizes the essential role played by textile maintenance industries in the military program and in the civilian economy. Its objectives, as set forth in the report, are as follows:

"The Textile Maintenance Industry is a supplier of vital service to the armed forces and the civilian economy. It does not have the dramatic impact that is engendered by the manufacture of guns, or planes, or ships, but its healthy continuance is one of the important cogs which keep the wheels of the military effort and the civilian economy moving smoothly. Its essential role was recognized by the authorities in the last war, but this recognition came as piecemeal observation through bitter experience, and only after serious dislocations had disrupted segments of the military effort to the degree that the armed forces were compelled to divert manpower and supplies to the providing of these services,

and the war effort on the civilian front was impeded. It is the purpose of this report to delineate as briefly as possible the nature of these services and their essential role in a period of emergency, so that the authorities may accord them sufficiently early recognition, and thereby insure the smooth functioning of the military and the civilian effort. . . ."

The report then proceeds to outline the essential function of these industries in five categories: military needs; sanitary and health safeguards for the civilian population; civilian textile requirements; manpower needs; and morale.

"Manifestly, the textile maintenance industry will be able to fulfill the requirements of the military forces only if recognition of its essential function comes sufficiently early so that all existing facilities can be fully utilized," the report continues.

The report closes with a paragraph on decontamination, explaining that only a widely dispersed industry could undertake such a task on a mass scale. ●



two ways

Make your starch Satinette if you're looking for the round-trip ticket that brings your customers back. They like a smooth surface and comfortable finish. Since Satinette is non-congealing... fast in penetration... it keeps laundries operating on schedule at low cost.



THE KEEVER STARCH COMPANY, COLUMBUS 15, OHIO

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Cleaning Section

ARE THE PEAKS AND SLUMPS OF DRYCLEANING SALES INEVITABLE

A Good Product, Hard Selling, and Well Planned
Contests Help to Maintain An Even Sales Volume

By RALPH W. DATES

Dates Laundry Service
Kenmore, N. Y.

Editor's Note: The Cleaning Section of STARCHROOM's July issue carried two articles describing successful campaigns in which cleaning volume was increased by the use of special price reduction sales. One of our readers believes that price reductions should not be used to maintain volume, and backed up his views by sending along the article which follows.

WE, who have been engaged in the drycleaning industry for any length of time realize that, without directed selling, there are terrific seasonal fluctuations in sales volume. We also know that this has a very broad impact on the profits of the operation due to the problems of full utilization of productive labor, production equipment and space. To maintain sufficient equipment and space to handle a peak volume of 12 weeks' duration, and yet operate at only 50 or 60 percent of capacity the balance of the year, can be just as costly as hiring and training productive labor for the same peak period. Good management should certainly do everything possible to eliminate the variations in sales, and then plan operations so as to keep costs as low as possible when sales are down.

An examination of the following chart of our operations, from July 1, 1949, to July 1, 1950, will reveal the fluctuations that we have to contend with. This chart, of course, reflects the results of the directed selling by which we have tried to eliminate the peaks and valleys insofar as possible.

Column A applies to our entire drycleaning operation, which includes wearing apparel and household items such as slip covers, drapes and all curtains and blankets, whether washed or cleaned.

To prepare this chart, we first took sales by periods

and got total sales for the year. We then found average sales per period. Then, by dividing the sales for each period by the average, we found the percentage of each period to average sales. You will note that they ran from a low of 75.9 percent in the period ending March 12, (little effort was made this year to increase sales in this period, as we completely replaced the equipment in our cleaning room during this time) to a high of 154.2 percent in the period ending July 2nd.

At a quick glance, this certainly demonstrates that there are seasonable ups and downs in drycleaning sales. It also might appear that we have not done too much to overcome this problem.

	COLUMN A Total D. C. Sales	COLUMN B W. A. Sales Only
1949-1950		
July 31	92.4	95.8
Aug. 28	79.9	87.0
Sept. 25	92.9	98.8
Oct. 23	98.5	100.3
Nov. 20	96.6	99.3
Dec. 18	82.7	93.4
Jan. 15	80.8	82.5
Feb. 12	78.4	97.0
March 12	75.9	95.6
April 9	107.0	128.2
May 7	109.2	121.9
June 4	151.4	172.6
July 2	154.2	165.5

I think we will all agree that we are not going to get blankets in February or March. (If you have ever been in Buffalo in the winter, you will know we can't.) Likewise, I do not believe that cleaners will get more than a dribble of drapes, curtains and slip covers during the winter months. This leaves wearing apparel as a source of volume toward which efforts should be centered to maintain an even flow of work.

Column B shows our sales by periods of this service.
(Continued on page 52)

**Lincoln
holiday
greeting
garment bags
build extra
good will!**



*order now
for early
delivery!*

Lincoln Bag Company, Inc.

4200 WEST SCHUBERT AVENUE - CHICAGO 39, ILLINOIS

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This time, we took an average of the first 11 periods as normal sales, and from this figure we computed period percentages.

This presents a different and better level of sales than is shown by total sales. We do get a low period for January 15th, but this includes Christmas and New Year's, and is due to the short work weeks and peoples' attentions being focused on the holidays. We have never felt it wise to do anything to overcome this drop in sales. Our production employees welcome the opportunity for time off, which solves any payroll problem.

Other than this, we have a very even flow until the April period, which reflects the Easter business. Then from May through to early July we get the usual rush of winter clothes being put away for the season, such as topcoats, overcoats, snow suits, wool suits, and dresses, etc. Added to this is a sizeable volume of wedding gowns and graduation clothes.

Real Effort Necessary

Of course this even flow has not been achieved without some real effort on our part. It has always been the policy of Dates to strive to give the customer the best quality possible and to produce at a price that would net a fair profit. This means setting of prices that include every cost item incurred during a year's operations with a fair profit added.

We have never tried running special sales at a reduced price, so anything we say regarding such sales is only opinion. We feel it would be rather difficult to explain to a customer why you charged her \$1.00 for an item for 11 months of the year and only \$.75 for one month. That's a 25 percent reduction and most specials you read about run that much or more. We use a production incentive payment plan, and there is a definite cost attached to the processing of each article. We certainly don't make 25 percent profit, and how we could reduce costs even a small part of that is beyond us.

We also feel that special prices raise other questions in the customer's minds, such as inferior cleaning, shortcuts on finishing and other ideas which result in a feeling that she is either being cheated on quality on the special sale, or that she has paid a fancy price the balance of the year. We also realize that putting a special price on anything does not sell it. It takes advertising and sales calls to get the orders.

We decided that we would not disturb any prices, but in slack seasons run extra advertising and do a lot of directed selling. This includes carefully prepared sales meetings prior to the contest at which recent and future advertising is presented, together with the details of the contest. Each contest is carefully planned to give every routeman an equal chance to win his share of prizes. A grand prize of real value, such as a television set, a home freezer, or some other item that will appeal to the family (no home washers) is awarded to top man in the entire contest. Second and third prizes are also given. Then, there are weekly prizes and daily prizes. We still have our morning-coffee meetings that were started 20 years ago and, during a contest, daily announcements on progress are made and daily prizes are awarded.

Production Workers in Contests

On some contests we couple up production workers, two or three to each routeman, and give them prizes also. This means each routeman has his family and, at times, two or three production workers all prodding



"My wife's brother, another director. He'll be traffic manager at our new drive-in . . . as soon as he figures out which poodle is which."

him to go out and bring the orders in. Yes, the contests are interesting, and exciting, but best of all, they produce results and eliminate most of the seasonable fluctuations that it is possible to overcome.

Cost is certainly an important item. We consider the advertising as part of our regular budget, planned a year in advance. For the past several years, we have spent an average of slightly less than two percent of sales on advertising. Contest costs are always figured to cost a maximum of five percent of the sales of the services being featured by the contest. Our average actual expenditure has been nearer four percent. Not much, is it, when compared to a 25 percent discount.

There is another factor that is important on special sales. Most routemen work on commission. Reduce your prices, and you reduce their income. Not much inducement. Maintain your price, run a contest, and see your routemen go to work. They are the focal point. You may get away with a special price with them once or twice, but they'll soon figure it out.

The following quote from our daily paper proves to me that it isn't the price you offer, but the selling effort you make that gets the results.

High-Priced Sugar Goes Like a Flash

Wash., July 26—Max Rosenthal, grocer, isn't sure just what he proved today, but . . .

He stacked sugar outside his store and put up a sign reading "Special five pounds sugar, 98 cents."

Lines formed, he said, and he sold about 800 pounds in four hours.

Grocers across the street continued selling sugar at five pounds for 59 cents and had no rush.

"I just wanted to see the reaction," grinned Rosenthal. "I wanted to prove that price doesn't mean a thing. If they want it they buy it."

There will always be seasonable peaks and valleys in drycleaning sales. Some can be eliminated, some moderated, and others will always persist. Well-planned, directed selling offers the best and lowest cost solution to the problem, and at the same time eliminates any possible customer disturbance. ●

"KEEP UP THE GOOD WORK

...and you will
always have
strong
supporters"

"A satisfied customer is a product's best advertisement" ... here, then, are Hoffman customers to tell you, in their own words, about the everlasting greater value built into Hoffman pressing machines. These are actual extracts from letters furnished voluntarily by users of Hoffman presses entered in our recent "Oldest Press" Contest. Our thanks to these good friends for their unsolicited tributes to Hoffman presses.

East Prairie, Mo.

"We started out with two old model 7A (1921) Hoffman presses. Later we added a late model (...) press. The operators use the (...) press only when we need the third press. They find the Hoffman presses are faster and put out far better work and are not as tiresome to operate."

Jersey City, N. J.

"I am still working on your 6A Hoffman Pressing Machine that I bought of you in the year of 1918. April. I am pressing now 8-10 garments an hour on it. I would hate to part with that little machine."

Piqua, Ohio

"This 8A (1927) press has been in continuous use from the day it was received and still turns out a perfect job of pressing."

Kansas City, Mo.

"Still in active service since March 1923 and still going great."

New Iberia, La.

"The 5A (1916) is my personal favorite press and is still in active service (and I can do real good pressing with it)."

Wilson, N. C.

"This baby (a 1927 8A) still operates like a million dollars and it is used every day."

West Roxbury, Mass.

"I have a press that I bought from you about 25 years ago. Have used it every single day since ... it is good for another 25 years."

Clarksburg, W. Va.

"I bought my MAO pressing machine and boiler from your firm in 1928 (or the first of 1929) and they both have been in use every day since. This machine and boiler are the only ones that I ever owned and I feel like they are the only ones I'll ever need. They work good. The boiler inspector said the boiler and press are in good shape and to go ahead and use them. Over 20 years in hard use with very little expense. What more could a man ask for?"

Richmond, Va.

"I have been in business for forty years and the first pressing machine I bought was a Hoffman, and now we are fully equipped with only Hoffman machines. The performance of these machines through the years has been unusually outstanding. We have seven of your machines and have had no trouble with them whatsoever. I am sure in the future I will buy Hoffman, and only Hoffman pressing machines. If I can wear the ones out that I have."

Wilmington, Calif.

"We have traced the owners back to 1923 and find that our press has been here in this same shop putting out work all the years since then. It has never left the shop or been over-hauled or rebuilt. During the war it worked 16 hours a day as this is a port town. Keep up the good work of making such good hardworking presses and you will always have strong supporters."



for more years
of Dependable,
Profitable Production

THE HOFFMAN
Model "X"

Traditional old-time standards of Hoffman workmanship are combined with modern features for economy and efficiency in today's Model "X". Today, check the liberal allowances and terms.

TOPS IN VALUE ... SINCE 1905



Hoffman

U. S. HOFFMAN MACHINERY CORP.

105 FOURTH AVENUE, NEW YORK 3, N. Y.

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Switchboard operator tests effectiveness of advertising by reading question to prospective customer. Chart above desk in background schedules weekly specials

HOMEMAKING HINTS

Household Tips on Radio Spot Commercials Strengthen Impact of Cleaning Promotion

By JOHN J. DUNN

DID you know that if you place a cracked dish in a pan of milk and boil it for 45 minutes, the crack will usually disappear? Or that if you put fresh lard on a new piece of tin-ware and then heat it in the oven, the treatment makes the tin-ware almost rustproof? Or that a pinch of baking soda will prevent curdling in boiling milk? If you didn't know and you don't care, it may be because you spend your time in a laundry and not in a kitchen.

The Highland Laundry of Peekskill, New York, is currently sponsoring a series of radio spot announcements which employ homemaking hints to catch the housewife's attention. The general framework of the program was planned by Sydney Schreider, president, and Arthur S. Warren, sales manager. Mr. Warren a one-time publicity man, filled in the details and undertook to write the copy for both the hints and advertising spots.

The sales manager gathers the tips from various books, magazines and newspapers. "If I picked up all the stuff from one book, that would be plagiarism," Mr. Warren pointed out, "but since I find the hints in a number of sources, that's research."

The type of presentation used by Highland is revealed by the following script of a typical broadcast.

8:26 A.M.

Change "Money-Saver #1" each broadcast. See attached sheet. Money-Savers 2 & 3 repeat each broadcast.

Announcer: Well, here we are again with another minute of money-saving, time-saving hints for housewives.

Ring bell once

Announcer: Here's Time-Saver No. 1. . . . Instead of wasting time shelling peas, wash them well and boil them in the pods. When the peas are cooked, the pods burst open and the peas drop to the bottom. Skim the pods off and you'll find that peas cooked this faster way are sweeter and better-tasting.

Ring bell twice

Announcer: Here's Money-Saver No. 2. . . . For the next two months, you'll be wearing your toppers almost every day. Highland Cleaners have a topper cleaning sale this week. Instead of paying \$1.25 each, all toppers brought to the Highland Cleaners, 411 Highland Avenue, Peekskill, will be dry-cleaned for only 69¢ apiece. You'll save 56¢ on every topper and you'll get the kind of drycleaning you dream about! That's Highland Cleaners, 411 Highland Avenue, Peekskill. There's parking space galore at the Highland store.

Ring bell twice

Announcer: Now here's Money-Saver No. 3. . . . Take your laundry to Highland today. Ask them to explain their dollar saving bargain laundry service. You'll save 15 percent on

SIMPLIFIED SPOTTING CHART

Pink Background For Wet Spotting—Black Background For Dry Spotting

GROUP "A" FOOD, STARCH SUGAR, SWEETS PERSPIRATION BLOOD ICE CREAM MUD WATER MARKS ALBUMEN DISCHARGE GLUE	PROTEIN FORMULA 11 parts Mulsolite 1 part 26° Ammonia	STOCK M 1 part CYCLO 1 part SOLVENT 1 part WATER (Mix in order named)	POWDERED DIGESTER R. S. R. (Mfrd. by Wellerstein Co.)
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GROUP "B" COFFEE TEA LIQUOR BEER SOFT DRINKS FRUIT JUICE MEDICINE GRASS DYE STAINS	TANNIN FORMULA 1 part Mulsolite 1 part GEN'L. FORMULA #209	POWDERED STRIPPER STREEPENE (For whites only)
----------------------------------------------------------------------------------------------------------------------	-----------------------------------------------------------------------------	----------------------------------------------------------------

GROUP "C" INKS	OILY TYPE—WET TANNIN FORMULA alternated with PROTEIN FORMULA	OILY TYPE—DRY Straight PYRATEx (Marking and ball pen ink)	POWDERED STRIPPER STREEPENE (For whites only)
------------------------------	--------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------	-----------------------------------------------------------------------

GROUP "D" RUST (and other iron compounds)	LIQUID ACIDIFIED TYPE RUSTEZE (Mfrd. by Croscott Chemical Co.)	TANNIN FORMULA 1 part Mulsolite 1 part FORMULA #209 (For weighted silks)	POWDERED STRIPPER STREEPENE (For whites only)
------------------------------------------------------------	----------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------	-----------------------------------------------------------------------

GROUP "E" PAINT VARNISH TAR ASPHALT PITCH OIL GREASE BOTTOM STREAKS	OILY TYPE—WET 1 part PYRATEx 1 part WATER	OILY TYPE—DRY 1 part CYCLO 2 parts PICRIN
----------------------------------------------------------------------------------------------------	------------------------------------------------------------	------------------------------------------------------------

GROUP "F" COLLODION LACQUER ENAMEL NAIL POLISH AIRPLANE DOPE NEW SKIN ROUGE LIPSTICK SHOE POLISH	OILY TYPE—WET 1 part PYRATEx 1 part WATER	OILY TYPE—DRY Straight PYRATEx
------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------	--------------------------------------------------------

Make More Money **THE FUR BOOK**

**A Practical Guide to Fur Garment Making,
Maintenance, Repairing and Remodeling**

**THE ONLY COMPLETE TEXTBOOK ON ALL PHASES OF HANDLING FURS!
THE FUR BOOK TELLS YOU . . .**

- HOW to clean every type of fur pelt . . . safely**
- HOW . . . and when . . . to rejuvenate worn or damaged furs**
- HOW to perform simple repairs on all skins and garments**
- HOW to remodel an old fur garment to the newest fashion**
- HOW to make fur accessories and trimmings for fur coats**
- HOW to estimate the cost of a repairing or remodeling job**

And every other subject relating to fur working and processing—including suggestions for building up a fur department . . . common problems and how to solve them . . . identification and individual treatment of the most popular furs.

All made amazingly easy to understand! Practical step-by-step instructions for all basic techniques and many typical sample jobs. Illustrated with about 200 detailed diagrams and photographs of skilled fur craftsmen at work.

**Get all possible profit from every fur garment in your storage vault . . .
by giving your customers a complete fur service—in your own plant!**

**The author has successfully trained over 2,000 working furriers!
THE FUR BOOK gives you the same practical course for learning these
highly profitable skills.**

FROM FURS!

By David G. Kaplan

TELLS YOU HOW!

THE AUTHOR

has a background of thirty years in the fur industry.

Skilled craftsman—learned the trade at the age of 12, has worked in 100 fur plants.

Consultant—now conducts his own business as fur consultant, specializing in difficult problems.

Teacher—senior instructor at Central High School of Needle Trades, New York City; instructor in charge of Fur Garment Manufacturing Division, American-Mitchell—Sol Vogel Designing School.

Writer and lecturer—fur editor of THE NATIONAL CLEANER & DYER, author of hundreds of articles on fur techniques, popular speaker before drycleaning and fur industry groups.

David G. Kaplan knows furs from every angle . . . knows the possibilities for fur profits . . . knows how to present the subject in a practical, understandable manner.



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\$7.50

(postage prepaid)

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GUARANTEE**

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- Convenient size
- Durably bound

The STARCHROOM LAUNDRY JOURNAL
304 EAST 45th STREET
NEW YORK 17, N. Y.

☐ CHECK

☐ MONEY ORDER

Gentlemen:

Please send me my copy (postage paid) of THE FUR BOOK by David G. Kaplan. If not satisfied I will return the book in good condition within 5 days and receive full refund.

Name

Firm

Address

City

State



Manager of drycleaning department checks orders leaving the plant. Under pre-marked tag system, all orders are recorded on completion

every bundle you bring to the Highland store. Or phone Peekskill 7-300 and a driver will call.

The one-minute announcements are scheduled twice a day at 8:26 in the morning and 12:15 in the afternoon. A different household hint is used at each broadcast, but the advertising copy remains unchanged for an entire week. At the morning broadcast, the program consists of the hint, a drycleaning ad and a laundry plug. In the afternoon, the second time-saver is devoted to the diaper service while drycleaning is mentioned again in a short final announcement.

The plug for drycleaning at every broadcast reflects management's desire to promote this service. It also follows the sales manager's ideas on how radio can be used more effectively. A weekly price appeal on some off-season item is Highland's principal merchandising device for selling cleaning. The radio spots always emphasize the current week's special. The sales manager feels that radio is a better medium for promoting a specific item, such as a sale, than it is for presenting general laundry or diaper institutional copy.

When the radio program was started early this fall, the plant scheduled newspaper space concurrently in an effort to compare the response to the two media. Actu-

ally, the final results showed radio leading by six to one. This fact, as the sales manager pointed out, is of no significance except in this plant's own trading area. Tests in other cities might reveal completely different results. It is interesting, however, to note the manner in which the advertisements were keyed.

The tests were conducted through the plant's own switchboard. Whenever the telephone operator answered a call from a prospective customer, she opened with a question which went somewhat as follows: "Did you hear about our sale on the radio or did you read it in the newspaper?" A running tally was kept of the responses. Now that the test has been concluded, the switchboard girl's question has been rephrased. Her present opening query is: "Did you hear about our weekly special on the radio?" If the customer's answer is "no," the operator has an opportunity to make a sales pitch.

Although the local radio station covers only about one-third of the laundry's trading area, management at Highland reports a high customer response to the time-saver radio announcements. Moreover, did you know that you can prevent olive oil from becoming rancid by adding two medium sized lumps of sugar to each quart? ●

SAFETY CONTEST KIT

A PACKAGED plan showing how to promote interest in safety through contests, with cash prizes paid by the National Safety Council, is offered in the council's 1951 calendar contest kit.

The kit contains a complete instruction booklet, showing how to conduct safety contests in plants, monthly contest posters, streamers and contest bulletins for bulletin boards, reproduction proofs and mats of limerick contest cartoons, sample entry blank forms for contests, "spot" announcements for public address systems or house organs, and copy for letters and announcements.

Each monthly sheet of the calendar has a human interest color painting and a limerick to be completed by contestants. The simple rules of the contest are printed on the back of the sheets. Practical suggestions for the safety in the home, at work or at play also are printed on the back of the sheets.

The National Safety Council offers cash prizes each month of \$100, \$50 and \$25 and 30 prizes of \$5 for the best last line of the current limerick.

The kit is free with orders for 200 or more calendars, or with smaller quantity orders if the order provides a calendar for each employee. ●

VOTE!

THE SPOTTING MANUAL OF THE DRYCLEANING INDUSTRY

REVISED EDITION
by ALLEN D. FLIGOR and PAUL C. TRIMBLE



The Manual is the drycleaners' choice because it promises them what they want—and delivers what it promises!

POPULAR PLANKS IN THE SPOTTING MANUAL PLATFORM INCLUDE:

- ★ Identification of stains and fabrics
- ★ Equipment for the spotter
- ★ Methods of removal
- ★ Instructions for removing 179 common spots and stains
- ★ Prespotting, wetcleaning, bleaching and sizing
- ★ Spotting and refinishing velvets
- ★ Spotting products and chemical definitions

All in clear, simple language—and fully indexed for easy reference.

LAUNDRY JOURNAL, 304 East 45th St.,

☐ CHECK ☐ MONEY ORDER

Send me my copy (postage paid) of the Spotting Manual of the Drycleaning Industry, Revised Edition.

State

HAERTEL VAULTMASTER

A complete storage vault conditioning unit with fumigation equipment.

It is portable. It can be moved through standard size doors. Simple electric and water connections. The 4 ESSENTIALS in one compact unit: Refrigeration, Dehumidification, Fumigation and Ventilation. U.S. approved. Write for the complete story.

**WALTER HAERTEL
COMPANY**

3840 Fourth Ave. S.,
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**Instant MOISTURE**

When You Want It...Where You Want It

**Dryco E-Z SQUEEZE
WATER SPRAY GUN**

World's finest, fastest, water spray gun. Famous for 20 years. More in use than all others combined. Pumps with spray and down. No fumbling for trigger, just reach, squeeze, get instant spray. Swings out of way when released. Long-lasting, trouble-free. Gives far more finishes per hour. Pays for itself, then pays you.

Order Now from your supplier.

Dryco CORPORATION



MODEL F—with 6 ft. hose, coupling, valve, expansion spring . . . \$9.95

WE ARE OUR DISTRIBUTOR

"PROFITABLE ALTERATIONS"

In response to repeated demands—10 pertinent articles taken from previous issues of the NATIONAL CLEANER & DYER have been prepared and reproduced in booklet form.

These articles contain the necessary step-by-step information (with accompanying photographs) to aid your repair department to more "Profitable Alterations."

Price only 50¢

NATIONAL CLEANER & DYER

304 East 43th St. New York 17, N. Y.

STANDARDS FOR RESERVISTS

THE Defense Department has established standards for use in the consideration of requests for temporary stays in the call of the Reserve Forces to active duty. Three categories of employment have been established and the application of these categories to the Reservist will bear weight in the decision on the individual's status. The categories are: critical occupations; top managerial positions; and essential industries. An individual must fall within at least two of these categories in order to stand a chance of staying the call. For example, even though an individual is employed in a critical occupation, he must be so employed in an essential industry.

The drycleaning industry has been designated an essential industry under the provisional list prepared by the Commerce Department for use of the Defense Department. However, none of the specific drycleaning jobs fall within the list of critical occupations, which list is limited to activities vital to ordnance production. Accordingly, a cleaner's best chance for securing deferment of an employee who is a member of the Reserves will rest upon whether the employee occupies a top managerial position with the firm. These standards are not conclusive, but will be weighed by each branch of the service in their determination of whether the national interests will be best served in staying the call.

No request for deferment will be considered until the Reserve member has been called. Industry employers should poll their employees now on whether they are members of the Reserves. As to those who might be eligible for deferment, the employer should investigate whether adequate replacements are available as these facts will be important if the employees are called.

Requests for delays should be made by the employer or the employee to the following places, depending on the branch of the service with which the reservist is affiliated:

Army—Requests for delays in call to active duty should be made through the unit commander or unit instructor to the Commanding General of the Army Area in which the individual resides.

Navy—Requests for delay in call to active duty by Naval Reserve officers should be addressed to the Chief, Bureau of Naval Personnel. Non-aviators should send requests via their Naval District Commandant. Aviation officers should send their requests via the Chief of Naval Air Reserve Training, Naval Air Station, Glenview, Illinois.

Requests for deferment by enlisted personnel should be addressed to their Naval District Commandant by non-aviation personnel, and to the Chief of Naval Air Reserve Training, Naval Air Station, Glenview, Illinois, by enlisted aviation personnel.

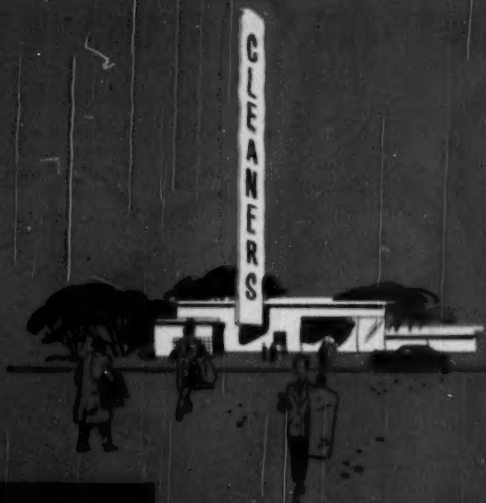
Marine Corps—All requests for delay in call to active duty must come through the chain of command, starting with the local inspector instructor.

Air Force—Requests for delays in call of Air Force reserves should be made to the Headquarters of the numbered Air Force for the area in which the Reservist resides.

National Guard—Requests for delays in call of Army and Air Forces National Guardsmen should be made to the Adjutant General of the State concerned.

It is important to keep in mind that these standards are applicable only to the Reserve forces. The Selective Service System, which administers the civilian draft, will establish its own policy. ●

make
occasional
customers
"regulars"
with



Dow Solvents

Fast, dependable service and high standards of quality are two features that will help you add those occasional customers to your list of "regulars." And you'll find that's where Dow solvents enter the picture.

Dow solvents will help you improve your high standards of quality. They will bring new life . . . new brightness to delicate fabrics. Whites are actually whiter and you can actually feel the difference in clothes that have been cleaned with Dow synthetic solvents. And thanks to their short cleaning cycle, you'll be able to give faster service, too.

Buy Dowfume V, the powerful, new fumigant for use in garment storage vaults. Underwriters' Laboratories, Inc., classify Dowfume V as nonflammable.

...
DOW
Synthetic
Solvents



THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit • Chicago
St. Louis • Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto, Canada

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Engineering Section

FINISHING ROOM TEMPERATURES

By J. G. BERGER, M.E., Engineering Editor

Consulting Engineer—N. J. Laundry and Cleaning Institute. Engineering Consultant—National Inst. of Rug Cleaners. Member—American Institute of Electrical Engineers. Member American Society of Mechanical Engineers. Member—National Society of Professional Engineers. Member—American Academy of Political and Social Science. Member—Smoke Prevention Assn. of America, Inc.

FEW laundries concern themselves with the temperatures of their press bucks or their flatwork ironer chests. As long as the work comes out reasonably fast and looks well, they are satisfied with the existing situation.

As an example, one laundry with 125 p.s.i. steam pressure at the boiler used a reducing valve to bring the pressure down to 100 p.s.i. as it entered the flatwork ironer. The chests showed the following approximate temperatures.

Chest	1	2	3	4	5	6	7	8
Temperature	316	318	320	321	322	322	322	323

The traps were not functioning too well, the steam not always dry and the speed had to be held at 55 f.p.m. to do a good job.

With permission from the maker the pressure was increased to 120 p.s.i. at the ironer. The traps were checked, and correct and operative orifices were installed. An effort was made to properly drip the steam lines, as the 120 p.s.i. steam required no reducing valve. The following temperatures resulted:

Chest	1	2	3	4	5	6	7	8
Temperature	325	325	327	327	328	329	330	330

The higher temperatures made it possible to speed the ironer up to 75 f.p.m.

Production increase obtainable under these conditions, which are about average for the industry, meant better than 33½ percent more production.

This is only one of the improvements that can be made to increase flatwork ironer efficiency.

Production Increased at Presses

At presses it is usually not possible to secure approval of a pressure increase, but even here temperatures of 315° to 320° can be raised by covering press parts such as the heads and bucks, covering the steam lines, checking traps, securing the right leg (distance from point where steam condenses to the trap), and dripping the main steam lines. This feature of steam was covered in the June, 1950, issue of STARCHROOM (see drawing on page 72).

These improvements might increase temperature to 325° or 330° and result in faster production.

Some time ago a tumbler designed to produce 30 pounds of dry towels was being loaded with only 25 pounds of wet towels. The fittings, traps, steam lines, and insulation were carefully checked and corrected where necessary. As a result, it was found that the tumbler could be loaded with 45 pounds wet weight and more water could be removed per minute. Less loading periods were required and operating costs were cut. The following figures indicate the improvement in performance:

Tumbler Load (lbs.)	Drying Time (minutes)	Lbs. Water Removed per Minute
Wet		
25	20	.446
45	28	.616

This type of checking should be done with all finishing room equipment. Higher efficiency is almost sure to result, and operating profit will increase. The alert and engineering minded laundryowner can do better for himself, his customers, and his employees if he will really look at his finishing room. ●



"Do you realize it's only 293,783 more sheets 'till Christmas?'"

**You, too,
can have this
safeguarded
steam supply**



In a Los Angeles plant as modern as its product, Wm. J. Markowitz manufactures "Dresses of the Moment" under the respected label of "Jules California."

Turning out "Dresses of the Moment" in this snappy, competitive field calls for equipment that will operate dependably every moment of every day;—and none is more vital than the equipment producing the steam for pressing, processing and space heating. As Wm. J. Markowitz says in the accompanying letter, "any failure in this steam supply might result in interrupted schedules and costly plant shutdowns."

But there have been no such interruptions. Two modern Mund Boilers—each equipped with a modern McDonnell No. 150 Pump Control, Low Water Cut-Off and Low Water Alarm—are the reason. In the words of Mr. Markowitz "for over three and one-half years we have enjoyed one hundred percent dependable service from this equipment."

It actually costs you very little to have this complete freedom from interruption of steam supply—this complete freedom from worry about it. The McDonnell No. 150 or 157, illustrated here, controls the boiler feed pump as it should be controlled—from the boiler water level. So controlled, the boiler water level is held within the close limits that assure highest steaming efficiency and a resulting fuel economy that rapidly pays for the control. Along with this goes the security of complete boiler water level control—plus the safety of a low water fuel cut-off and alarm feature.

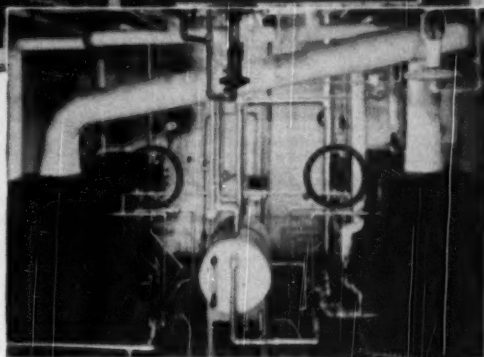
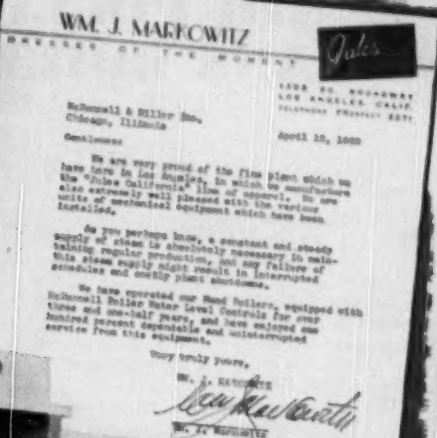
There is a McDonnell water level control for every type of boiler with every type of firing, operating at any steam pressure up to 150 lbs. Ask for a recommendation covering your particular conditions.

MCDONNELL & MILLER, INC., 3500 North Spaulding Avenue, Chicago 18, Illinois

Doing One Thing Well

MCDONNELL

Boiler Water Level Controls



Exterior of "Jules California" plant and interior of boiler room showing two Mund self-contained steam generators equipped with McDonnell No. 150 pump control, low water fuel cut-off and low water alarm. The No. 150 is shown opposite. It is also available with integral water column, often the most convenient form for installing on existing boilers. Ask for details.



**MCDONNELL
No. 150**

AIR POLLUTION CONTROL MEANS BOILER ROOM SAVINGS

By J. G. BERGER

SMOKE, fly ash, dust, micron particles, vapors, and smells have become so prevalent over large parts of the country that many of us tend to accept them as by-products of our industrial age. Lately, however, considerable attention has been focused upon these nuisances because of the recent tragedy at Donora, Pennsylvania, smog conditions in Los Angeles, persistent reports from health authorities on the adverse effects of smoke pollution, and other reports.

These nuisances are doubly unfortunate in that they waste some \$800,000,000 worth of fuel annually, waste which could have been prevented. The laundry industry, whose business is cleanliness, can prevent a great deal of ill will and save a great deal of money by making sure that the coal, fuel oil, or gas which it burns to make steam, is burned efficiently.

History of Air Pollution Control

Air pollution, due to inefficient burning of coal, dates back to 1250 when sea coal was discovered in England. Queen Eleanor, wife of King Henry III, moved from Nottingham to Tutbury Castle to avoid what she called "unendurable smoke from sea coal." It was called sea coal because it was mined near the waterfront, and to distinguish it from charcoal made from oak trees, which was the common fuel of that day.

The British Parliament passed a law prohibiting sea coal to be burned in England in the year 1273, but its use increased in spite of the law.

When the smoke nuisance grew worse, King Edward I appointed a Commission of Oyer and Terminer to enforce anti-smoke laws in 1307. Instructions were "to inquire of all such who burned sea coal in the city and parts adjoining; for first offense, to assess great fines and ransoms; and for second offense, to demolish their furnaces."

Smoke Controls in the U. S.

In this country, records show that St. Louis had an ordinance 100 years ago requiring building owners to extend chimneys above adjacent structures. In 1864 a suit was brought under this law, and the complainant was awarded \$50.00, a considerable sum in those days.

The first smoke ordinance was passed in Chicago in 1881, followed by laws in Cincinnati, Pittsburgh, St. Louis, Cleveland, Detroit, and Salt Lake City, according to William G. Christy, former smoke abatement worker in St. Louis and now director of the Smoke Control Bureau of New York City. In recent years, Newark, N. J.; Camden, N. J.; Hudson County, N. J.; Philadelphia; Baltimore; Washington; Providence; and other cities have established departments to control smoke.

This year the New Jersey Assembly and Senate passed Concurrent Resolution #16 to appoint a commission to investigate control of air pollution. Los Angeles County, California, has a successful department in operation to prevent air pollution; Allegheny County, Pennsylvania has new laws to prevent another Donora incident; and it is probable that controls will be enforced throughout the nation within the next few years.

Any laundryowner whose steam costs are high, or whose chimney smokes at times, can have a study made of his boiler plant which may reveal that reductions in fuel cost can be readily accomplished. That money spent to bring them about may result in from five to 25 percent return on the cost of the improvement.

Test Findings

Tests made while the boiler was smoking in a typical plant revealed the following:

CO₂—8 percent; flue gas temperature—700°; boiler efficiency—66 percent.

A cleaning of the heat transfer surfaces of the boiler by removing scale on the water side and soot on the fire side, and some alterations in the combustion chamber brickwork, costing about \$700, resulted in a definite improvement:

CO₂—12 percent; flue gas temperature—550°; boiler efficiency—78 percent. Thick smoke was replaced by a light haze.

This made a saving of $\frac{78 - 66}{66} \times 100 = 18$ percent.

With 600 tons of coal used per year at \$10.00 per ton, an 18 percent saving meant dollar savings of \$1,080.00 per year, which paid for the brick, cleaning, and engineering charges out of first year's savings.

Of course, to continue with good efficiency means using treatment for keeping down the scale on the water side, and steam lance, soot blower or chemical cleaning of the fire side of the boiler. This may use up a little of the savings, but a clean chimney means a cleaner laundry and a cleaner neighborhood, factors which have an advertising value that can't be estimated readily in dollars.

Sometimes a shortage of air due to lack of draft causes the trouble. If this condition is corrected with a larger chimney or a forced draft fan at the stoker, oil burner, or under the grates where hand firing is used, better efficiency is bound to result. Less fuel will be burned, and smoke will disappear.

Trouble from Too Much Air

We cannot close this discussion without mentioning that too much air in the coal, oil or gas-fired boiler results in low efficiency with no smoke or air pollution. It can be detected by a very low CO₂, like 5 percent, and by a relatively low flue gas temperature of around 400°. To correct this, decrease the air to the point where there is a haze which matches a No. 1 Ringelmann chart, 13 percent CO₂, and 550° flue gas.

The efficiency before correcting the combustion air in this case would be about 70.5 percent. Correction would increase efficiency to around 79.5%, or $\frac{79.5 - 70.5}{70.5} \times 100 = 12\frac{3}{4}$ percent fuel saving.

It pays to look at the smoke stack as dollars may be escaping to the atmosphere. And soot from a laundry stack is very poor advertising. ●

YOU CAN'T SOFTEN YOUR CUSTOMERS WITH HARD WATER



What's the biggest profit-builder in the laundry business?

There is only one *considered* answer to that question: *zero-soft water and lots of it!*

You say the biggest profit-builder is getting business? Of course it is, but how can you get the business without doing a superlative job . . . and how can you do a good job without zero-soft water and lots of it?

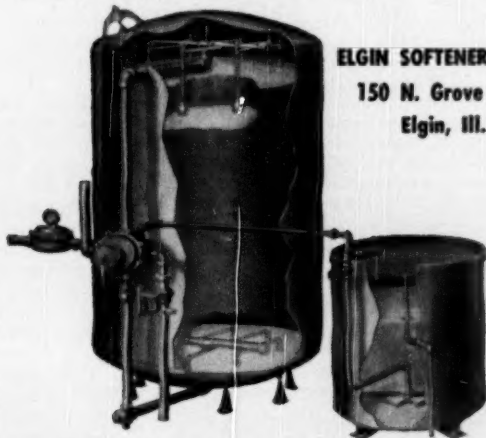
Despite the complete recognition of this throughout the laundry field, a recent investigation shows: (1) that there are many laundries using water with as much as three grains water hardness that do not have water softeners (2) that there are laundries which use softened water only for washing—not rinsing (3) that there are surprisingly few laundries which have sufficient softened water for boiler-feed, hot water systems and cleaning.

If your laundry falls into any of these classes, the Elgin "Double Check" Softener can make real profit for you. It will do this by giving you up to 44% more soft water from a given size softener—by giving you *all* the soft water you need without premium price.

Yes, *zero-soft water and plenty of it*—not just enough for washing, but enough for rinsing, boiler-feed and cleaning! It will pay its way in soap and soda savings, in speeded and better rinsing, in freedom from boiler cleanings, in increased boiler life, in reduced pipe maintenance cost, in easier cleaning, in happier personnel, and in that big end-result: more and steadier customers.

Note the operation of the Elgin "Double Check" Softener explained opposite.

Write for Bulletin 609—20 pages of interesting facts about soft water for laundries.



ELGIN SOFTENER CORP.

150 N. Grove Ave.

Elgin, Ill.



ORDINARY
DESIGN



ELGIN
DESIGN

SAME SIZE UNITS . . . SAME TYPE ZEOLITE

Up to 44% more soft water

The diagrams above show why the Elgin "Double Check" Softener gives 44% more soft water—from the same identical softener using the same identical zeolite. The Elgin "Double Check" manifold system does the trick — prevents costly escape of zeolite; permits the use of far more zeolite, the mineral that does the softening. The Elgin method also permits a high back-wash rate that means better regeneration from less salt.

Also adaptable to your present softener

In hundreds of plants we have stepped up the delivery of soft water by equipping existing softeners (any make) with Elgin "Double Check" Manifolds. Cost is low; here is how it figured out in one case: manifolds, \$130.00; added zeolite, \$71.00. Soft water generation was stepped up to that of a new \$1200.00 softener. There's an easy way to make a thousand dollars! Our district engineer will be glad to explain this.



SOFTENERS • CHEMICAL TREATMENT • FILTERS • BOILER WATER CONDITIONING

When writing to advertisers please mention The STARCHROOM LAUNDRY JOURNAL

WHERE IS THE LAUNDRY SALES BOOM?

Here Are Six Good Reasons Why the AIL Does
Not Anticipate A General Sales Increase Now

By WILLIAM E. MERCER

Manager, Department of Laundry Sales
American Institute of Laundering

Editor's Note: The following article is taken from a speech delivered at the recent annual convention of the Kentucky State Laundry and Cleaners Association.

TODAY'S laundry sales story is a complicated one. It is complicated because it is punctuated with "ifs." If the war gets hotter. If controls are imposed. If inflation continues. The questions are many and the possible answers are as varied as the number of people you ask.

Recently we have seen big buying runs on many of the items that were hard to get during World War II. When will this boom hit the laundry industry? When will it begin to show up in increased numbers of family bundles? When can we start turning away people because our plants are crowded with more business than we can handle?

There can be no doubt that a lot of your thinking must depend upon your own local situation. But for most of us, for the country as a whole, sales figures today are 4 percent behind last year. This 4 percent drop is nothing new. It's a continuation of a trend that started before Korea and is in effect even now.

And right now, all indications are that laundry sales are not immediately headed for any boom. Only in those areas where big war contracts have been awarded and large numbers of workers are crowding into a particular community will plants be rushed. Army camps are expanding, but for the most part these camps are already equipped with their own laundry machinery. What kind of thinking lies behind this prediction of no immediate boom? From our recent activities in World War II, we remember just the opposite experience. Why aren't sales going to show up immediately, especially when other hard to get items of the last war are already feeling the rush?

There are half a dozen reasons why. At least six basic reasons lead you to this conclusion.

EMPLOYMENT: Today we are in a period which the economists describe as full-employment. More people are working now than at any time in the history of our nation. Unemployment, as a practical matter, just doesn't exist. It is certainly not wise for us to anticipate a big increase of the newly rich such as we experienced before. In 1941 there were a large number of unemployed persons moving into jobs created by war

needs. But today war jobs will be filled by those now already in business. We would be foolish to count on the same big increase in laundry prospects. Available workers are already employed. There are no new sources to draw from.

WAGES: I think we are safe in assuming that family incomes will increase. Experience, however, has shown us definitely that although prices of labor tend to follow the prices of goods, there is a definite time lag before the wage level advances to meet the price level. This time lag means less money will be available to buy laundry services—less money in the immediate future—less money to pay the laundryman right now.

COMMITMENTS: During June, July, and August an unprecedented buying wave on durable goods has tied up an immense amount of the family income. You have seen the big increase in sales of capital goods. Sales of such things as houses and automobiles that pledge a definite amount of the consumer dollar to meet installment contracts are sure to mean less cash for laundry service.

CAPACITY: How does the capacity of your own plant compare with what you could handle five years ago? Five years ago when Tojo and his boys turned in their war kimonos, laundry equipment again became available. There followed a general modernization of laundry plants throughout the country. Added equipment, combined with improved methods and techniques, has tremendously increased the capacity of our plants to take on additional business. But now that we are ready to handle this extra volume and have built up our fixed charges, we are met with a situation where business is falling off. Now, when we need this volume most, sales are still on the decline.

COMPETITION: Our industry has always been an unusual one in the fact that our biggest competitors are our customers. If they don't send it to us they do their own. Let's take a look at what has happened in home laundries. Whether or not the reported sales of 16,000,000 new home washing machines since 1946 is an accurate figure, we have to face the fact that the boys have sold a lot of them. Homes are now better prepared to do their own washing than they have ever been before. A recent survey of the Joliet area showed that 89.9 percent, almost 90 percent, of the families in that area have an electric washing machine in their home. These automatic machines can do a lot of work.

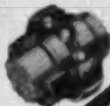
We have a new source of competition, too. How about the 8,500 or more self-service laundries that have sprung up throughout the country? In 1941, there were practically none. If you haven't seen them in your town—wait a few months. Certainly these installations can

Schaub Master-Bilt Pump

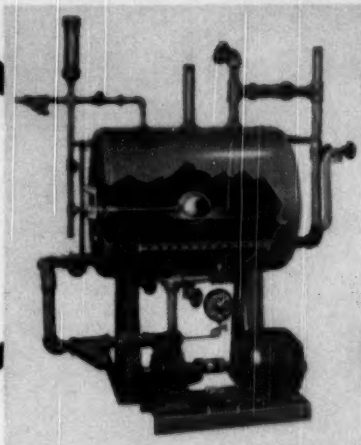
Ball bearing turbine-type hydraulic and dynamic balance. No periodic maintenance needed. Install a Schaub Master-Bilt pump, then forget about it.

**Permanently Lubricated Ball Bearings—**

No more greasing. Grease is sealed in and dirt is sealed out for the lifetime of the pump.

**Flanomatic Shaft Seal—**

Simple 2-piece assembly provides leakless trouble-free operation. No more water spray. No more shaft spring. No more pump packing.

**Ultra-Dependable Magnetrol Boiler Water Level Control—**

Combination pump control and low water safety cut-off.



—Schaub Systems use only the proven, friction-free Magnetrol for continuous boiler safety. No bellows to stiffen, no packing to bind, no tricky electrode circuits to fail. **BOILER SAFETY KNOWS NO PRICE.**

All models approved by Underwriters' Laboratories, Inc.

**Chromosoid-Lined Receivers**

Schaub engineers worked with leading chemical researchers to develop Chromosoid lining. You're safe from costly premature replacements. No more rust-clogged systems.

10-Year guarantee against corrosion

When You
**COMPARE
FACTS**
Like These

You'll Put Your Money On

SCHAUB

BOILER RETURN SYSTEMS

There is a great deal more value in a return system when it is completely engineered to do the job right. Consider, for instance, how tremendously important is the boiler control that both operates the electric feed pump and doubles as the low water safety cut-off on your boiler. Should this automatic control fail just once, you are wide open for boiler failure and plant shutdown, to say nothing of the hazard of boiler explosion.

If the only advantage a Schaub System gave you was its supremely dependable Magnetrol boiler control, it would be hard to over-estimate its extra value. Why? Because only Magnetrol's tireless, friction-free operating principle—with no bellows to stiffen or rupture, no packing to bind, no hyper-sensitive electrical circuit—gives continuous safety. And boiler safety knows no price.

But that's not all—with a Schaub System you also get exclusive maintenance-free Master-Bilt pumps and corrosion-proof Chromosoid lined receivers. When you buy a Schaub System, the least difference is the difference in price.

FRED H. SCHAUB ENGINEERING COMPANY, INC.

2107 S. Marshall Boulevard

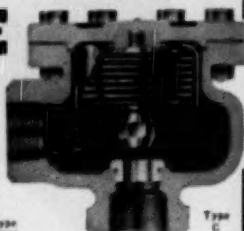
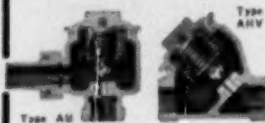
Chicago 23, Illinois

The complete story of how much more you get when you specify a Schaub System is quickly presented in Catalog 55. Write for it now.



SAVE TIME - - - Nicholson Steam Traps Require

NO CHANGE of Valve or Seat 0 to 225 Lbs.



Nicholson steam traps save the time and trouble of adjusting valves for varying pressures. This feature substantially speeds maintenance and production. Operating on the lowest temperature differential, and with 2 to 6 times average drainage capacity, Nicholson traps also feature faster action. This is effecting striking savings in fuel and heat-up time for many operators. Let us send you information on how Nicholson traps are now enabling plants to heat up ironers, presses, etc., in 15 minutes. 5 types for every application. Size $\frac{1}{4}$ " to 2", press. to 225 lbs. BULLETIN 430.

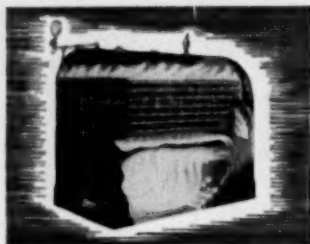
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ERIE CITY HEATING BOILERS

These low pressure all welded steel boilers are stocked in popular sizes. They are designed for 15 pounds steam or 30 pounds water pressure. Gases travel 3 lengths of the boiler and water surrounds the furnace. Available in 4 types to meet any fuel or firing method. Write for SB 29.



VERTICAL FIRE TUBE BOILERS

These full length tube vertical boilers are available in standard riveted or in Class I fusion welding to eliminate butt straps and lap seams. Write for bulletin.



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Complete Steam Generators • Type C 3-Drum Boilers • Type VL 2-Drum Boilers • The "Economic" Boiler with or without Water Walls • Welded H.R.T. and Vertical Boilers • Steel Heating Boilers • Pulverizers • Underfeed and Spreader Stokers

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**FOR POWER and
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All-welded Portable with fire-box for refractory lining and fuel-conserving 2-pass tubes.
A Q-Q-1-C-8 Steamers
6 sizes, 50 to 150 H.P., 125 and 150 lbs. W.P.

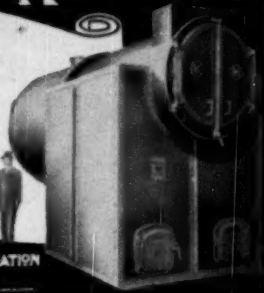
80 Years Boilermakers

Write Dept. 40-810 for 8" scale with pipe diameter markings.

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KEWANEE, ILLINOIS

American Boilermakers & Structural Builders



handle a lot of additional volume, too, before consumers are forced to beat a path to our door.

TAXES: Today, when we look back at the personal income taxes that were in effect before 1941, the amount seems trivial. It is true that our present tax levels are slightly lower than the highest wartime rates, but Washington has promised to take care of that little difference in a hurry. We have every reason to expect higher taxes than we have ever seen before. Our customers and prospects are going to be pinched by these taxes. They are going to have less left over because these tax dollars come out of the pay envelope before the housewife sees it. There may not be much left for laundry service.

In the light of these considerations—no increase in employed people, wages not keeping pace with prices, increased plant capacity, more people tied to regular payments for capital goods, more laundrettes and home washers to give us competition, and increased taxes—can you be honest with yourself in believing laundry sales will soar immediately? In other words, these aren't predictions, these are things that we are living with right now and know to be facts. These are situations that we are going to have to live with for some time. It may be that there will be an armed peace for five or ten years. Can we afford to sit here waiting for the laundry business to come to us? If we do we make the same mistake as the woodpecker pecking on an iron fence. Our costs are rising right now and the one solution, and I think you will realize that I am not kidding you when I say that it is the only solution, is to go out and scratch for this business. To do some real honest-to-goodness hard selling. ●

WEST COAST CONFERENCE

THE AIL School of Laundry Management will return to the West Coast in December for a three-day management conference in San Francisco.

The conference—dates to be announced later—is part of AIL's plan to bring these brass-tacks meetings on current laundry problems to members in all parts of the country. During the past year, such meetings have been held in the East and Mid-West. The first post-war conference was held in Portland, Oregon, and some 120 persons attended the latest West Coast conference in Los Angeles in the Spring of 1949.

The San Francisco meeting will be patterned to fit the current economic situation. Six AIL staff members will lead the discussion.

Some 2,360 laundry industry representatives have attended AIL courses and conferences of this type in recent years. ●

Rid your Boiler of SCALE • CORROSION AND FOAMING... THE EASY LOW-COST WAY... USE DOCTOR BOILER

The scientific scale remover with
"COLLOIDIZING ACTION"

See your distributor or write
DOCTOR BOILER, INC., DALLAS, TEXAS

NEW GENERAL MANAGER FOR C.R.I.

D. D. WILLIAMSON, president of the Canadian Research Institute of Launderers and Cleaners and the executive committee

has announced the appointment of H. A. McKelvey as general manager of the Institute. E. W. Finlayson, former general manager, resigned to accept an executive position with a firm of laundry, dry-cleaning and textile consultants in Boston, Mass.



H. A. MCKELVEY

Mr. McKelvey is no newcomer to the industry, having been intimately associated with it for the past 20 years. From 1930 to 1945 he was manager of a dry-cleaning plant in his

home town of Hamilton. In 1945 he accepted a position as Ontario representative of a well known laundry and drycleaning machinery house. C.R.I. members are fortunate to have a leader who is fully experienced in the running of a plant as well as being thoroughly versed in the requirements of the industry. The knowledge and experience Mr. McKelvey has gained as a plant operator and through dealing with scores of other operators and their various problems, will be of distinct advantage to the members of C.R.I. ●

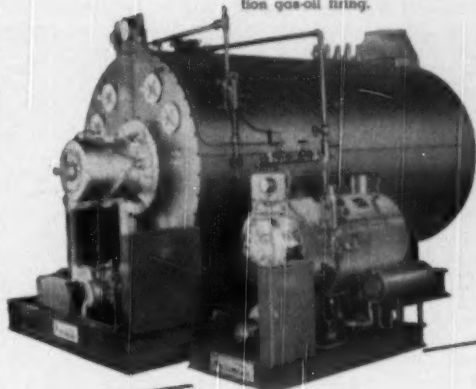
MITCHELL VISITS OAK RIDGE

RICHARD B. MITCHELL of the laboratory division, AEC, department of production and engineering, is one of a committee of members of the textile maintenance industries' National Planning Committee invited to visit the Oak Ridge, Tennessee, Atomic Energy Commission plant last month.

The invitation came from the Atomic Energy Commission, one of the governmental agencies with which the national committee has been working in connection with the current uncertainties in the military and economic situation. The visit was arranged as an effort to explore possibilities of further cooperation by the industry. ●

15 HP. to 500 HP. -any size Powermaster gives you low-cost steam!

Available in pressures from 15 to 200 p.s.i.—15 to 500 HP.—for light oil, heavy oil, gas and combination gas-oil firing.



Here's how it cuts your operating costs:

- ✓ Low fuel consumption through high efficiency
- ✓ Low-cost installation due to packaged design
- ✓ Reduced man-hours through automatic operation
- ✓ Mounted on steel base; no bricking required
- ✓ Delivered fully wired and factory-tested
- ✓ A.S.M.E. constructed; Underwriters' approved
- ✓ Prompt service by factory-trained men

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LINEN SUPPLY FELLOWSHIP

MOE STRUMINGER, president of the Linen Supply Association of America, announces that a research fellowship in laundering and textile chemistry has been established by the Association at the Ellen H. Richards Institute of The Pennsylvania State College.

He states that "As a result of the factual material that will be developed under this fellowship in the science of laundering, our Association members will be able to do their laundering more efficiently, at less cost, and with longer life for their linens."

"All of the research work," said Mr. Struminger, "will be done under the direction of Dr. Pauline Beery Mack, director of the Ellen H. Richards Institute. Working on the fellowship are Dr. Robert W. Higgins, an organic chemist, who will study synthetic detergents in relation to soil and stain removal in washing formulas of different lengths; Louis F. Luechauer (at one time a linen and laundry plant manager), who will have charge of our test bundle service; Dr. Joseph C. Sherrill, and Eileen Marian Casey who will collaborate with the others on the monthly bulletin."

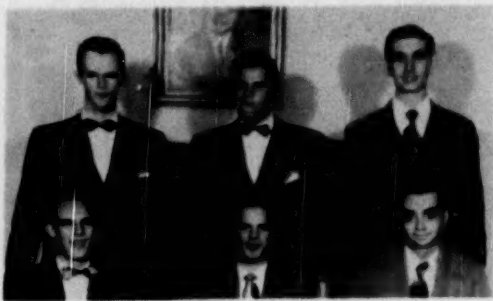
"Each month a comprehensive bulletin on basic laundering problems will be issued to all members. Typical subjects to be covered include hot and cold temperatures; shorter formulas and reduced number of formulas; synthetic detergents. The bulletins will be based on the fundamental research work being done."

"A special laboratory testing arrangement has been made with the Ellen H. Richards Institute for members' use, which will enable them to find out how efficiently they remove soil from textiles and how laundering formulas are affecting the strength and whiteness retention of their linens."

Greater Productivity through Labor-Management Cooperation; Manual of Employment Interviewing; and How to Prepare and Maintain a Supervisors Policy Manual. ●

O.M.I. GRADUATES

THE young men below make up the 1950 graduating class of the Power Laundry Cooperative Course of the Ohio Mechanics Institute, Central Parkway and



Walnut Street, Cincinnati, Ohio, having successfully completed the two-year course. They are: seated, Joseph I. Berlin, White Plains, N. Y.; Norman Leive, New York, N. Y.; Wilford Curtis, Blanchester, Ohio; standing, Ernest H. Martin, Jackson, Wyoming; Karl W. Sommer, Rochester, N. Y.; and Howard Miller, Dayton, Ohio.

This class exemplifies the demand for O. M. I. graduates, all members going to work directly after graduation. ●

NEW A.M.A. PUBLICATIONS

THE American Management Association, 330 West 42nd St., New York City, has announced the publication of several new handbooks and manuals. Included are: Handbook of Personnel Forms and Records; The Supervisor's Management Guide; The Management Leader's Manual; The Foreman's basic Reading Kit;

Correction

The article, "Training the Riteway," in the September GUIDEBOOK issue referred to Mr. A. Krieger as sales manager of the Riteway Laundry and Drycleaning Company, Brooklyn, New York, and to Louis Mazlish as owner. In addition to his responsibilities as sales manager, Mr. Krieger is a partner in the firm. ●

LAUNDRY BUSINESS TRENDS

New York

July 22—2.1% less than last year
 July 29—8.6% less than last year
 Aug. 5—8.5% less than last year
 Aug. 12—8.1% less than last year
 Aug. 19—10.5% less than last year
 Aug. 26—0.7% less than last year
 Sept. 2—4.6% less than last year
 Sept. 9—5.2% more than last year
 Sept. 16—12.0% less than last year

M. R. Weiner & Co., New York

New Jersey

July 22—6.0% less than last year
 July 29—9.9% less than last year
 Aug. 5—7.6% less than last year
 Aug. 12—8.2% less than last year
 Aug. 19—9.6% less than last year
 Aug. 26—1.3% less than last year
 Sept. 2—4.8% less than last year
 Sept. 9—same as last year
 Sept. 16—1.6% less than last year

M. R. Weiner & Co., New York

New England

July 22—0.5% more than last year
 July 29—3.3% less than last year
 Aug. 5—8.3% less than last year
 Aug. 12—1.3% more than last year
 Aug. 19—3.9% more than last year
 Aug. 26—6.0% more than last year
 Sept. 2—6.1% more than last year
 Sept. 9—7.4% more than last year
 Sept. 16—8.0% more than last year

Carruthers & Co., Boston

Southeast

June—2.0% less than last year
 July—1.0% more than last year
 Aug.—1.0% more than last year

J. R. Wilson & Co., Atlanta

Here's the trend in the Modern Washroom

... it's

STAINLESS STEEL

Equipment!



WRITE FOR YOUR COPY
OF THIS NEW BOOKLET

"ALLEGHENY METAL in the LAUNDRY INDUSTRY"

24 fact-filled pages of information and pictures for you on the advantages of stainless steel in laundry equipment—free on request.

SEND FOR IT TODAY
ADDRESS DEPT. L-10

The big consideration in any equipment purchase is how to get the most for your money—and in the laundry field today, that means equipment made of Allegheny Metal, the pioneer stainless steel.

In the very first place, stainless steel laundry equipment—like the washers illustrated above—bring you the great advantage of the latest and most modern design. They're trim, compact, and highly efficient . . . fine to operate, as well as fine-looking.

And in the second place, *no other metal* is as perfectly suited to laundry requirements as stainless steel. No other metal combines corrosion-resistance, great strength and hard-surfaced, long-wearing qualities to the same degree. • Buy stainless steel equipment—it *pays!*

**ALLEGHENY
METAL**
STEEL CORPORATION
Pittsburgh, Pa.

*Nation's Leading Producer
of Stainless Steels
in All Forms*



WBD 3314

ALLEGHENY METAL is stocked by all
Joseph T. Ryerson & Son, Inc. warehouses

OPERATING COST PERCENTAGES FOR 1949

THE AIL is now supplying members with an effective weapon to aid in combating the wave of rising costs that is shrinking the margin of profit on the laundry sales dollar. Appearance of Special Report No. 187, "Operating Cost Percentages for 1949," enables the laundryowner to study, in minute detail, his plant operating costs against averages of other laundries on a national, district and local scale.

A copy of the big report has been sent to all AIL members. Additional copies may be had on request. Because it is believed that the report is needed throughout the industry, the Institute is making the report available to non-members as well, at no charge. Requests for copies are handled by the AIL membership service department at Joliet, Illinois.

The report is the result of an intensive survey by the AIL Department of Accounting and Statistics. Information was compiled from a 20 percent return of survey forms sent to all member laundries and to public accountants throughout the nation.

A total of 677 plants participated, the greatest number to take part in the 26-year history of the survey. The report includes 167 separate profit and loss statements; 9,500 separate averages were computed; and 8,312 tabulating machine cards were punched to produce the final figures.

Significant Trends

Report highlights indicate these significant trends occurred in the industry during 1949:

Fixed costs were up from \$281 million in 1948 to \$296 million in 1949.

The average percentage of profit on sales again declined—from 6.07% in 1947, to 4.84% in 1948, to 4.49% in 1949.

The operating profit in 1949 was 7% under 1948 and more than 26% under 1947.

The break-even point for the industry in 1949 was \$827 million, against \$832 million in 1948.

Using the national sales volume of \$946,952,000 as a base, the margin of safety continued to skid—13% in 1949.

The percentage of unprofitable plants increased one-third over 1948.

Collection and delivery costs, as a percentage of sales, are generally rising in the industry.

To analyze the report effectively, the department of accounting and statistics, recommends that the laundryowner compare his plant against national and district averages, giving particular emphasis to local averages covering the same volume of average weekly sales as his own laundry. ●

SELLING THE MASS MARKET

SURVEYS have proved again and again that price is one of the most common obstacles to laundry sales. To counteract this, in a year when sales are generally falling, the American Institute of Laundering has made available to members its 1950 sales promotion kit, "Selling the Mass Market." The new kit contains a whole lineup of tried and proved merchandising plans aimed at promoting semi-finished laundry services.

The AIL reasons that the "A" income group, which is only 10 percent of the country's population, can afford to buy laundry service regardless of price. The "B," "C," and "D" groups, which make up 90 percent of the market, are definitely price conscious. In order to tap this market, it is obvious that service must be offered at an appealing price. The AIL kit focuses on promoting inexpensive service.

The second most common objection to laundry service is the old "laundries are hard on clothes" bugaboo. The new kit suggests that quality be emphasized and pro-

vides a means of doing this by means of a "guaranteed laundry service" promotion.

The kit includes a plan book which tells how to make best use of the materials provided. Subjects covered are: how to plan; how to budget; what to advertise; how to make a schedule; newspaper mats; and a description of AIL advertising material available.

The plan book emphasizes that advertising must be planned to bring results. How and when to use such media as newspaper, radio, direct mail, direct selling, and other promotion methods are outlined. A "Plan-A-Guide" containing space for scheduling an entire sales promotion program in advance is included in the kit.

Sample material for five different campaign themes is provided: the typical bundle, dry-fold, Cinderella, guaranteed, and cost. Newspaper mats, matchbooks, truck posters, routemen's sales contests, radio transcriptions, giant postcards, stickers, and folders are enclosed to help the laundryowner to do a real selling job. ●

A.I.L. COMMITTEES ANNOUNCED

FRED W. McBRIEN, AIL president, has announced the following Institute committees for 1950-51. The board of directors executive committee, as previously noted, is composed of Mr. McBrien, chairman; Bert Gelta, District Laundry, Brooklyn, N. Y.; William Jacobs, Criterion Cleaners-Launderers, Kansas City, Mo.; David T. P. Nelson, Nelson-Huckins Laundry Company, Texarkana, Texas; and Martin B. Romeiser, Jewell Laundry Company, Chicago, Ill.

Other committees:

Washington activities committee—George Y. Klinefelter, Elite Laundry, Baltimore, Md.; chairman; S. A. Wix, Ideal Laundry, Atlanta, Ga., co-chairman; John Bennett, Pennsylvania Laundry Company, Philadelphia, Pa.; Herbert B. Koth, Morey LaRue Laundry, Elizabeth, N. J.; Mr. Nelson; John B. Spence, Faultless Laundry Company, Kansas City, Mo.; and Arthur C.

Stevens, New England Laundry Company, Hartford, Conn.

Membership development committee—John Ward, LaCrosse Laundry and Cleaning Company, LaCrosse, Wis., chairman; C. H. Dameron, Plaza Laundry, Kansas City, Mo.; William E. Kenney, Sr., Davis Laundry and Cleaning Company, Cleveland, Ohio; Jack Lapides, Quality Laundry Company, Detroit, Mich.; Alfred J. Rawlinson, New System Laundry, Portland, Ore.; and Mr. Wix.

Sales, advertising and publicity committee—Martin B. Romeiser, Jewel Laundry Company, Chicago, Ill.; chairman; Albert Adelman, Adelman Laundry, Milwaukee, Wis.; Arthur B. Christopher, Nelson Laundries, Ltd., Vancouver, Canada; Herbert Koch, Reading, Pa.; and Harry J. Millard, White Line Laundry, Champaign, Ill. ●

Profits GO UP ... *Volume* GOES UP ...
Costs GO DOWN with a

PERRY

**SOLVO-
MISER**

**TUMBLES, DRIES
and RECOVERS**

up to 96% of solvent left in
garments

INCREASES PRODUCTION

double or better on production
when used with closed type
synthetic units

PAYS FOR ITSELF

one year of recovered solvent
normally pays for SOLVO-
MISER

**SIMPLE TO OPERATE
EASY TO INSTALL**

*All Perry machines
are fully guaranteed*

Balford
 Dry Cleaning and Tinting
 STATE COLLEGE, PENNA.
 July 27, 1950

E. J. Perry Corp.
 Jefferson & Lehigh Streets
 Fall River, Mass.
 Attention: Mr. E. E. Hoyt, President

Dear Mr. Hoyt:

We are enthusiastic about the Perry Solvo-Miser and after 10 months of operation in our plant, we wish to state our profound satisfaction with the above machine.

Our cleaning room consists of two open units. With the installation of the Solvo-Miser, we have cut our purchases of Pure in half; our extracting time down three minutes per cleaning load; and satisfactorily eliminated objectionable fumes.

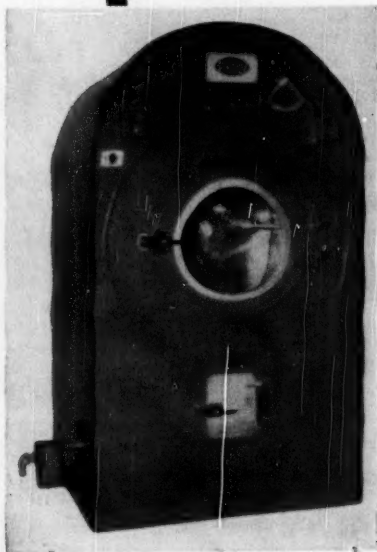
Broken down to daily operation here are our daily solvent savings based on tumbling runs. With every two loads, (50 lbs. per load), we reclaim 8 gals. of solvent, averaging 75 tumbling loads per day and converted to dollars and cents, this is a daily saving of \$1.75 per day.

We are appreciative of the friendly cooperative relations with our firm and we would welcome Perry users in our area to stop in and see our installation.

Respectfully,

A. B. Fehner
 A. B. Fehner
 Balford, Inc.
 State College, Pa.

AM/40



Write or Phone:

HOYT MANUFACTURING CORP.

Formerly named E. J. Perry Corporation
FALL RIVER, MASS.

Send me full information on the
 PERRY SOLVO-MISER. Interested in
 size checked.

Model A Capacity 20 lbs. dry weight \$1095.
 Model B Capacity 30 lbs. dry weight \$1195.
 Model C Capacity 35 lbs. dry weight \$1295.

FIRM.....

ADDRESS.....

CITY.....

BY.....

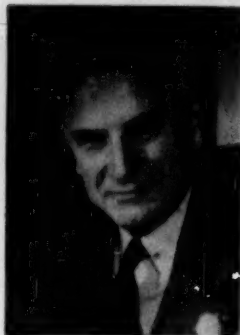
When writing to advertisers please mention The STARCHROOM LAUNDRY JOURNAL

NEWS NOTES

from the ALLIED TRADES

Pennsalt's 100th Anniversary

One of the nation's most prominent producers of laundry washroom chemicals celebrated its 100th anniversary on September 25. The Pennsylvania Salt



GEORGE B. BEITZEL



J. STANLEY HALL

Manufacturing Company was founded in 1850 only a few months after the Contra Costa Laundry in Oakland, California, began operation. Among the company's first products was caustic soda for "soap boilers."

Until the company started packaging lye in small boxes for home soap making, its manufacturing and selling efforts had been met with little success. The new product, however, was an immediate success and put the infant company on its feet. Soon Pennsalt was selling quantities of chemicals for soap manufacturers, textile mills, and other cleaning uses. Among these were caustic soda, soda ash, chloride of lime, or bleach, and salt.

Large-scale use of Pennsalt's chemicals in commercial laundries began with the rapid growth of the laundry industry at the beginning of the present century. The company's new electrolytic cells were producing quantities of chlorine and the principal outlet for the gas at the time was in making bleaching powder for laundries, textile mills, and pulp mills. Although Pennsalt did not sell direct to laundries, quantities of its bleach were made for laundry suppliers who sold it under their own labels.

The company's direct sales to laundries began in 1931 when Pennsalt acquired a process for making a new high strength bleach, Perchlaron, which had 70 percent available chlorine. George B. Beitzel, then sales manager and now Pennsalt president, was the first company representative to call on laundries. The second was J. Stanley Hall, Pennsalt's first laundry product salesman and now head of its laundry and drycleaning department.

Pensal, an alkaline soap builder and detergent, was put on the market in 1935. Through an association with the Sterling Products Co. of Easton, Pa., such

products as Erusticator, Erusto sours, a line of blues, a drycleaning soap, a wet spotter, and a dry spotter were added to the Pennsalt line. Pennsalt and Sterling Products merged in 1939. The company has carried on extensive research on drycleaning chemicals since just before the last war.

In its 100th year, the company recently announced completion of a completely modern, continuous process plant to manufacture improved Erusto sour and similar products in connection with its new basic fluoride plant of Calvert City, Ky. ●

American Acquires Huebsch

The American Laundry Machinery Company, Cincinnati, Ohio, has acquired from the stockholders of the Huebsch Manufacturing Company, Milwaukee, Wisconsin, certain assets, together with the patents, goodwill and business of the Huebsch Company, according to announcement by President J. M. Garvey, of The American Company, following authorization of the purchase by the company's board of directors.

The Huebsch Company becomes the Huebsch division of The American Laundry Machinery Company. Administrative and manufacturing functions of the Huebsch Division will be retained in Milwaukee, and Huebsch policies will remain unchanged.



JOSEPH HUEBSCH



MONTÉ HUEBSCH

Monte Huebsch, Joseph Huebsch, Jr., and Frank Wright, executives of the Huebsch Company, will direct the activities of the new division. The Huebsch jobber organization, which is set up on a nationwide basis will remain undisturbed.

The extensive line of laundry, drycleaning and rug cleaning equipment manufactured by the American company at its present plants will not be altered as a result of this acquisition.

The Huebsch Manufacturing Company was founded in 1908, in Milwaukee, Wis., by Mr. Joseph Huebsch, Sr., and his brother and rapidly grew to one of the outstanding companies serving the laundry and drycleaning industries.

The present Huebsch line of equipment will be continued and will be augmented by the addition of many new products. An expanded jobber merchandising program on a much wider scope will also be introduced. ●

Firm Changes Name

The E. J. Perry Corporation announced that as of September 1 the firm's name was changed to the Hoyt Mfg. Corp. H. R. Hoyt is president of the firm. ●

(Continued on page 76)

BIG NET PROFITS

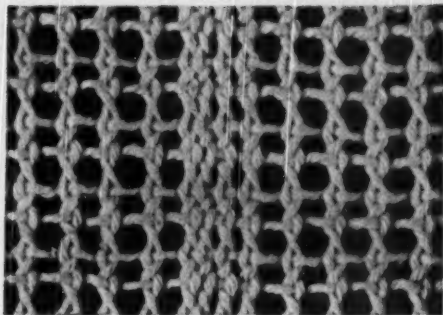
start with
Callaway
"Rockweave"
Cotton Nets

Look at these NET GAINS you get from CALLAWAY "LENO" (open mesh) and CALLAWAY "PLAIN" (close mesh) COTTON NETS:

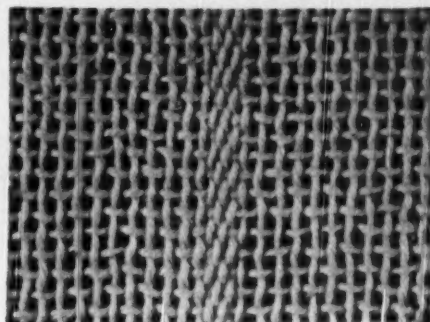
- Pin Winners—streamline, lightning fast pinning
- Wide opening—easier loading
- High Tensile—strength uniformly distributed
- Pliable—minimizes snagging
- Mendable—quick repairing
- Peak Wheel Drop
- Suction Scrubbing Action
- Free Passing of Insolubles
- No "Balling" of Articles
- No "Hour Glass" Separation of the net load
- No Distortion . . . No Stretching . . . No Dragging
- Products of pioneers in high quality net manufacturing



Contact your Callaway representative for further net details. Also for cover cloth, duck, apron duck, double-faced felt, double-filled paddings and Callaway's asbestos assembly.



LENO—Open mesh net—reinforced



PLAIN—Close mesh—reinforced



Callaway Mills INC.

SALES SOLICITORS

295 Fifth Avenue, New York 16, N. Y.

Candler Building, Atlanta 3, Ga.

Chicago 54 • Boston 11 • Detroit 1

San Francisco 3 • Los Angeles 14

West Coast Representative: W. A. Ballinger & Co.

30 Otis St.
San Francisco

1126 Santa Fe Avenue
Los Angeles

1216 Sixth Ave. So.
Seattle

(Continued from page 74)

Troy Appoints Besler

FREDERICK C. BESLER

According to a recent announcement, Frederick C. Besler has been appointed drycleaning machinery sales representative of the Troy Laundry Machinery Division, American Machine and Metals, Inc.

Mr. Besler has had 25 years experience in the drycleaning industry. He will call on drycleaning plants in the eastern territory, working out of Troy's divisional headquarters at 233 Broadway, New York, New York. ●

Permutit Acquires Ion Exchangers

The Permutit Company of New York announces that it has acquired from the American Cyanamid Company its ion exchange business and the trademark "Ionac." These materials will be manufactured and distributed by Permutit's subsidiary, The American Zeolite Corporation. ●

Wyandotte Training Course

The six Wyandotte Chemicals sales and service supervisors shown below recently completed a four-week laundry training course to bring them up-to-date on



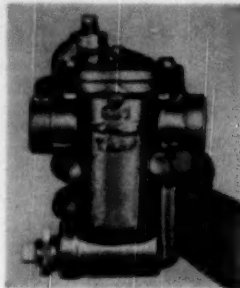
the newest procedures for obtaining superior quality work at economical cost. Clockwise around the table are: Emory Mead, Philadelphia territory; Victor Warnuss, St. Louis; Richard Chapman, Kansas City; the faculty, W. B. Appleby, manager, laundry and textile detergents, and Howard Hastedt, in charge of laundry activities for the technical service department; Earl Caldwell, Chicago; Robert MacKercher, Detroit, and Herbert Nielsen, Chicago.

During the course the men reviewed the recent scientific progress of the industry and the pioneering by Wyandotte Chemicals of the "one-shot" formula and the use of CMC in laundry detergents. Two weeks of practical field work in laundries picked for their practical and technical excellence comprised half the training course.

The six Wyandotte sales and service supervisors shown have worked in or operated laundries for more than 30 years and have served the laundry industry in a sales and service capacity for more than a quarter-century. ●

Trap with Built-in Strainer

Armstrong Machine Works, Three Rivers, Mich., now offers another small inverted bucket steam trap with a brass strainer built into the body.



Known as the No. 881, this side-inlet, side-outlet trap is used for draining smaller sized equipment producing relatively small amounts of condensate such as sterilizers, laundry and drycleaning presses, unit heaters, soap tanks, steam headers, risers, etc.

Since such small traps have a small discharge orifice, good practice recommends that, when dirt and scale conditions are bad, a strainer be installed ahead of the trap to avoid clogging. To meet this requirement, the Armstrong No. 880, which is smaller than the No. 881, was introduced with integral strainer over two years ago and found wide acceptance. The new 881 therefore, was a logical development for higher capacity and pressure requirements. The built-in strainer feature eliminates a separate strainer, extra fittings and installation labor. In addition, these traps are said to cost less than a comparable standard trap plus a separate strainer. ●

Hopkins Offers Soap Dispenser

The Soap-O-Matic, a soap mixer and dispenser that can be used with any soap or detergent, has been developed by the Hopkins Equipment Company, 22 Maple Avenue, Hatfield, Pa.

The machine has been designed to save time and save soap, thereby saving money for the cleaning plant operator. Advantages claimed for the new machine are push button, visible operation, premixing of soap with solvent, and exact measurement of soap and moisture for each load.

The mixture is sprayed into any one of the selected washers, assuring

even distribution and better cleaning.

The Soap-O-Matic occupies an area of 24 inches in diameter, and is said to be easily and cheaply installed. Further information is available in the company's Bulletin SD-200. ●

Spot Checker for Invisible Marking

Self-powered operation and portability (less than two pounds) make the new Menlo Fluoretor a useful auxiliary tool in plants using invisible marking for laun-

TEN-22

is STILL available

to a FEW MORE laundries

During the past two years, a radically new type of detergent—TEN-22—has been put through exhaustive tests by a select group of commercial laundries and independent research laboratories.

Results of these tests have proved so remarkable, that TEN-22 is now in produc-

tion on an enlarged scale that permits offering it to an additional group of commercial laundries.

The results achieved with TEN-22 are revolutionary. Day after day, carefully checked washing tests under normal conditions have proved these facts:

TEN-22 eliminates ONE OR MORE washing operations.

TEN-22 eliminates ONE OR MORE rinsing operations.

TEN-22 reduces labor.

TEN-22 saves power consumption.

TEN-22 eliminates all water softener equipment and softening agents.

TEN-22 reduces amount of detergent required.

TEN-22 means extra time for more washes.

By laboratory tests, **TEN-22** produces 99% whiteness retention.

All this adds up to actual savings of from 15 to 30 per cent.

Recent customer report on full week of TEN-22 wash tests: "TEN-22 reduced our washroom costs from 92¢ to 44¢ per 100 lbs. of clothes."

Get first hand facts on the savings TEN-22 can make for you. Attach coupon to your letterhead and mail today.

ROBERTS-MODABER CORP.

1035 West Lake Street

Chicago 7, Illinois

ROBERTS-MODABER CORP.

1035 West Lake Street

Chicago 7, Illinois

Please send complete information on TEN-22 detergent, including tests and data on five-way savings in laundering cost.

Name.....

Title.....

Address.....



*Photos courtesy of
U. S. Hoffman Machinery
Corp., New York.*

How a modern MONEL installation is
**SAVING ENOUGH TO PAY FOR ITSELF
 WITHIN 7 YEARS**... at North End Laundry,
 New Bedford, Mass.

It happens every time! Install modern equipment, and your washroom picture becomes brighter from every angle.

You have part of the proof right here — in these two pictures. They were taken at North End Laundry during 1947. And only months apart.

But the pictures don't tell you the whole story.

They show you, it's true, how the old belt-driven wood washers and other outmoded equipment have been replaced by modern motor-driven Hoffman "Silver Crest" Unloading Washers of MONEL®.

They show you, too, how much the look of the washroom has been improved.

What the pictures cannot tell you is that North End Laundry has reduced fuel bills \$50 a month. That they

are saving \$95 a week in wages. That they are using less supplies. Spending less for maintenance. And that claim losses have been slashed more than 40%, from 1¾% to less than 1%.

On the basis of the savings already made, North End's owner estimates that the modernized installation will have *paid for itself* in another 3 or 4 years!

And here's something else. North End's equipment will serve dependably long after it has done that. With Monel, there's never the threat of frequent maintenance expense or costly repairs, never any worry about rust stains or corrosion damage.

Monel is non-rusting and resists corrosion by soaps and detergents — by alkalis, starches, dilute bleaches and fluoride acids. It is stronger and tougher than structural steel. Washer cylinders and extractor baskets stay smooth, don't develop pits and rough spots.

When you're in the market for new equipment, remember the advantages of Monel. *Modernize — and let this sturdy Nickel Alloy help you reduce laundering costs . . . increase washroom output . . . and improve the quality of your work.*

*Reduce YOUR costs
with Monel*



THE INTERNATIONAL NICKEL COMPANY, INC.

67 Wall Street, New York 5, N. Y.



"Marshalling the forces of advertising to help solve national problems and to make democracy work better..."

DO YOU KNOW that the forces of advertising are engaged today in one of the world's greatest jobs of mass education . . . in the public interest?

Do you know that these forces for good have been released through the vision and unselfish cooperation of American business—advertisers, advertising agencies, media owners and others?

Hundreds of advertising agencies have volunteered their planning and creative time and facilities. Artists, cartoonists, photo-engravers, printers, typographers and others have contributed their services.

Media owners have donated millions of dollars in space and time. National and local advertisers have sponsored and paid for many millions of public service advertising messages.

As a result, the American people are being alerted as never before to the dangers which threaten from within and from without . . . the dangers of ignorance about our American economic system, intolerance, tuberculosis, school and teacher shortages, etc.

And, at the hub of this great public service effort is your organization . . . The Advertising Council.

Advertisers and Media Owners... Your Help is Needed!

Right now The Advertising Council has 14 programs in operation. The success of these programs depends on the public spirited and generous cooperation of advertisers and media owners. Your help, in the form of space or time donations,

will mean a lot to us. And remember . . . *What helps America helps you!*

Yours for the Asking

Write for a copy of Booklet No. 15. It will give you pertinent information about The Advertising Council . . . how it started . . . what it is . . . what it does . . . Or ask for material on specific campaigns. Address:—The Advertising Council, 25 West 45th Street, New York 19, N. Y.



Published in the public interest by

The STARCHROOM LAUNDRY JOURNAL

A NON-PROFIT ORGANIZATION FORMED TO UTILIZE ADVERTISING IN THE PUBLIC GOOD

When writing to advertisers please mention The STARCHROOM LAUNDRY JOURNAL

So much for so little

**Cut out ONE RINSE
For less than a thin dime!**

THAT'S right—for 8¢ you can cut one rinse out of your washing cycle. That means you save water for one rinse, save the fuel to heat the water, save enough time to do another wash per wheel per day. Multiply that by wheel and load—watch the savings mount!

Use Oakite Composition No. 53. That's the answer. Just add less than a dime's worth of this potent Oakite water softener, soap booster, free-rinsing detergent to your last suds or first rinse.

Gets more suds out of soap! Puts all the insoluble soap in washer and load to work—no lazy soap loitering on wheel or in clothes to prolong your rinsing. Removes all the residues skipped by your soaps. Rinses completely—gray-causing soils can't settle. Leaves wash loads clean. Takes soap scum off wheel and agitators. And it works specially well in hard water areas.

See for yourself—Wheel-wide tests gladly arranged. Write Oakite Products, Inc., 22B Thames St., New York 6, N. Y.

SPECIALIZED INDUSTRIAL CLEANING
OAKITE
MATERIALS • METHODS • SERVICE

Technical Service Representatives in Principal Cities of U. S. & Canada

dry and cleaning processes, according to the Menlo Research Laboratory, P. O. Box 522 BS, Menlo Park, Cal. Where pieces are normally sorted under a fixed



installation of ultraviolet or black light, this flexible unit can be used to identify or find individual items at any point in the plant, regardless of light levels and independent of power outlets.

Operating from a pair of standard Size D flashlight batteries, the Fluoretor includes its own dark chamber, the open end of which can be held against any surface to illuminate it with ultraviolet. The area is observed through an integral three-power focussing lens and eyepiece assembly. Operation on either 2,537 or 3,660 Angstrom wavelength can be selected to coordinate with the particular marking materials utilized.

Speed and convenience of use are furthered by the construction which includes a swivel joint between the power-supply handle and the generator-filter assembly. The instrument can be converted for either right- or left-handed use and set to the angle most convenient for viewing. ●

Maxwell Made Unipress President

At a recent meeting of the board of directors of the Unipress Company, T. W. Bennett was elected chairman of the board; I. C.



I. C. MAXWELL

Maxwell, president and general manager; Walter H. Krussow, vice-president and treasurer; A. J. Kwakkernaat, vice-president in charge of production; and Roy H. Varney, secretary.

Formerly partner of the M & R Machinery Corporation, exclusive New England Unipress distributor, Maxwell first joined the Unipress Company in 1941 as vice-president in charge of sales. He is also president of the Midland Laundry Equipment

Company, a subsidiary of Unipress, which operates in North and South Dakota, Minnesota, Wisconsin and Iowa.

Mr. Maxwell announced that Unipress is expanding its line by the addition of several new presses and associated laundry machines. Included are a one-lay

sleeve with many new features, an automatic shirt folding machine, an improved open end washer, a complete line of conventional washers, and a complete line of drycleaning presses. ●

Truck Wins Photo Contest

This photograph, entered by the Wichita Towel and Linen Supply Service, of Wichita, Kansas, was judged



the most attractive one of any delivery vehicle entered in the photo display at the 1950 convention of the Linen Supply Association of America held recently in Chicago. The delivery vehicle is one of the new Dodge Route-Van delivery trucks. Its 348 cubic feet of cargo space eliminates the necessity of carrying bundles on the roof exposed to dust and rain. The exterior of the delivery truck is painted light cream and it is lettered in red and blue. ●

Jorysch Awarded Degree

Dr. David Jorysch, a member of the research staff of H. Kohnstamm & Co., Inc., recently returned from Vienna where he received a Doctor of Science degree from the Vienna Polytechnical Institute.



DR. DAVID JORYSCH

The subject matter of Dr. Jorysch's thesis was an original study of the film strength of all basic groups of surface active materials as determined by and interpreted from viscosity measurements. Dr. Jorysch carried out this work in New York using special precision instruments which had to be imported from Europe. He was advised in his work by Professor

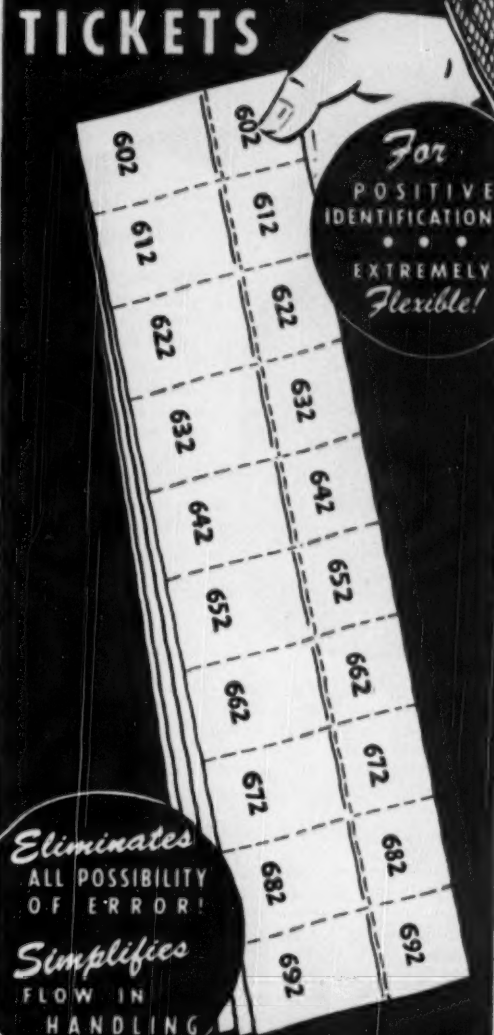
A. Chwala, an eminent authority in this field.

Dr. Jorysch has been employed by H. Kohnstamm & Co., Inc., for the past 23 years, and is in charge of his specialized field. While in Europe, Dr. Jorysch visited several plants and studied technical aspects of the European chemical industry. ●

Air Compressor Bulletin

Ingersoll-Rand offers a new bulletin describing their "T" series stationary air compressors. The "T" series consists of two lines, one designed for normal industrial

EXACTO CONTROL TICKETS



SEND FOR
COMPLETE FACTS Today!

Paste on Postcard - MAIL TODAY!

PERFECTION PRODUCTS
301 South Blvd., Oak Park, Ill.

Gentlemen:

We are interested in _____

☐ More Information
☐ Laundry Tickets
☐ Dry Cleaning Tickets

Firm _____

Individual _____

Address _____

City _____

Zone _____

State _____

If Stains bother you Call on the Wilson Trio!



Ask your jobber about us three:

TarGo, InkGo, and ColorGo

We not only eliminate all traces of marking ink, even though it be washed and ironed in the fabric, but we also remove all traces of many hard set stains.

You'll be amazed at our efficiency.

My name is TarGo, and I am a dependable spotting agent that laundrymen and drycleaners everywhere rely upon.

My teammate is called InkGo, who is a liquid oxidizing agent for removing oxidizable dyes, inks, fruit stains, etc.

And last but not least there is ColorGo, who comes in powdered form and helps InkGo bleach pure silk, rayons, and removes many stains.

So you see . . . just call on us (TarGo, InkGo and ColorGo) and watch those troublesome stains just disappear!

A. L. WILSON CHEMICAL CO.

38 PASSAIC AVE.,

KEARNY, N. J.

pressures of 100-125 pounds; the other rated at 200 pounds for continuous service, and up to 250 pounds on intermittent pump-up service. Both lines are available as tank-mounted, baseplate-mounted or bare units, with electric motor or gasoline engine drive. The units are air cooled by means of fan blades integrally cast on the flywheel.

Standard equipment includes a centrifugal unloader, intake filter and muffler, and automatic start-and-stop control on tank-mounted and baseplate-mounted units. Constant-speed and dual-control are optional equipment.

For additional information write Ingersoll-Rand, 11 Broadway, New York 4, New York or any of its branch offices, and request Form 1048. ●

Orr & Sembower Promotions

F. H. Klein, president of Orr & Sembower, Inc., manufacturers of steam generators in Reading, Pa., has announced two promotions: J. Frederick Keeler, sales manager, has been named vice-president in charge of sales and service, and George H. Garraway, director of engineering, has been elected vice-president in charge of engineering and production.

After graduating as a mechanical engineer from Stevens Institute of Technology, Hoboken, N. J., Garraway did a year's postgraduate work. He has had wide experience in his field, and before coming to Orr & Sembower in 1947, was a rocket propulsion executive engineer for an aircraft manufacturer.

Mr. Keeler, who is a member of the Yale Engineering Society and the American Society of Mechanical Engineering, received his B.S. degree in mechanical engineering from Sheffield Scientific School, Yale Univer-

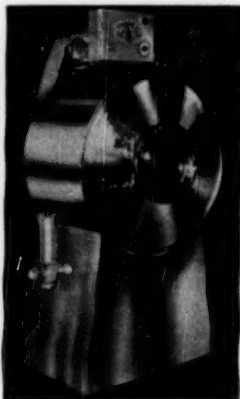
sity. Before coming to Orr & Sembower in 1948, he was associated for a long period of time with a prominent steel company. ●

New Milnor Washer

The new Milnor All Stainless Steel Open-End Washer has been introduced by Pellerin Milnor Corporation,

New Orleans, La. The diameter of the cylinder has been increased to 30 inches so that, the announcement states, the 25 and 50 pounds dry weight capacities of the firm's large and small washers no longer crowd the machines.

Other features pointed out by the manufacturer include a continuous one-piece perforated cylinder with formed-in ribs locked into formed cylinder ends, and with dimpled perforations. Another improvement is a new triple reduction drive which, it is claimed, eliminates power loss and



lengthens belt life.

The stainless-steel beveled front panel, designed to brace the entire shell periphery and to limit diaphragm action, is easily removed. A large dial thermometer and quick-opening, lift-type dump valve are standard

equipment. Service connections, water inlet and water outlet, steam, thermometer bulb continuous rinsing outlet are all stainless-steel fittings.

The equipment is available with air- or water-actuated automatic dump valve and with fully automatic inlet and dump valve controls. It is available for single phase, 110 or 220 volts and 220 or 440 volt, three-phase electrical specifications. It is also available in two-speed models and for operation on all semi-standard electrical specifications including direct current. ●

Carman Honors Veterans

A. G. (Al) Mittlacher, chairman of the board of directors and treasurer of Carman & Co., Inc., and subsidiaries, was recently honored at a meeting of the executive staff and New York branch personnel on the occasion of his 40th anniversary with the company. In presenting an inscribed wristwatch to Mittlacher, S. E. Moore, president of Carman, spoke of the chairman's rise from a clerical position to president of the company and his many years of faithful service and constructive leadership.

Vice-president Emil A. Moll was also honored for his 35 years of service on Carman's executive sales staff. One of the founders of the original Carman corporation, Mr. Moll participated in the formation of the present organization and has been active in a senior sales capacity during his entire association with the firm. Mr. Mittlacher presented a radio-clock and an inscribed portable bar to Mr. Moll.

George H. Schenkel, sales representative of the New York branch, was commended on his twentieth anniversary, and presented by Mr. Moll with a 20-year service emblem and testimonial letter of appreciation. ●

Staley Names Representatives

Two representatives with extensive backgrounds in the laundry field have been added to the special products sales staff of the A. E. Staley Manufacturing Company, corn and soybean processor, according to George H. Walker, manager of the special products department. The Staley company manufactures a complete line of laundry starches.

Harry W. Leff, 3235 83rd St., Jackson Heights, N. Y., has been appointed special products supervisor in New York City. Formerly with the Aurora Manufacturing Co., Leff has been in the laundry supply sales business for a number of years.

Curtis C. Lindstrom, Morris, Minn., has been named special

products sales representative for the Oregon, Washington, Idaho and Wyoming territory. Lindstrom, who has been associated with his father in the laundry business at Morris, will make his headquarters at Portland, Oregon. ●

Thermometer Literature

The new 1950 descriptive folder on Auto-Lite indicating and recording thermometers is now available. L. B. Murphy, sales manager of the instrument and gauge division, has announced. The folder contains descriptions and specifications for five different types of thermometers as well as for bulbs and fittings.

Included are recording thermometers, both stationary and portable types with 24-hour and seven-day clock movements; dial indicating thermometers with solid liquid filled and vapor tension actuated movements suitable for refrigeration, food and candy manufacture, and



SPECIFY SUPER

FOR BETTER EARNINGS ALL THROUGH YOUR PLANT!

Bigger profits can be yours when you use Super equipment. Maintenance expense is practically eliminated through sturdy construction. Super design, with its convenient location of controls, eliminates costly waste motion and speeds up production. The Super price is right to give you a low ratio of investment to earnings for each machine.

In Super's complete line of laundry equipment there is a type and model to fit your needs. Before you invest — investigate Super's conventional washers, unloading washers, extractors, laundry presses, ironers and folders . . . equipment built to rigid government specifications.



Super Unloading Washers



Super Metal Washers



Super Extractors



Super Ajax Laundry Presses



Super Chest-type Flatwork Ironers



Super Automatic Folders

There are Super jobbers in all principal cities. Write, wire or phone for full information now!



SUPER LAUNDRY MACHINERY CO.

A DIVISION OF ST. JOE MACHINES — "Since 1877"
ST. JOSEPH, MICHIGAN



Cummings-Landau continues to set the pace with the most modern laundry equipment!

CAPITALIZE ON THESE NEW TIME AND LABOR SAVERS.

- **THE NEW 50" UNLOADING EXTRACTOR**
High speed operation of this new extractor makes it a great time saver.
- **50" and 60" EXTRACTORS**
Stainless steel, or Monel basket and shell. Rugged, simple construction, fully automatic.
- **THE NEW MONEL WASHER**
Available in 30", 36", 42", 44", 48", 54" lengths. Simple, trouble-free operation; fast, economical washing.

WE HAVE REBUILTS, TOO!
Ask us about them

CUMMINGS-LANDAU LAUNDRY MACHINERY CO., INC.
305-17 Ten Eyck Street, Brooklyn 6, New York - Columbia, Pa.

other industrial uses; and several types of indicating thermometers for food freezer and similar units.

Copies of the folder can be obtained from The Electric Auto-Lite Company, instrument and gauge division, Toledo 1, Ohio. ●

Hoffman Appoints Barkley

The U. S. Hoffman Machinery Corp., New York, N. Y., has assigned B. B. Barkley as sales representative in the Florida territory. With headquarters in Miami, Mr. Barkley will serve drycleaning, laundry and clothing establishments throughout Florida, east of Tallahassee.



B. B. BARKLEY

A native of Selma, Ala., where his family conducts a drycleaning business, Mr. Barkley has well-rounded experience for helping plant-owners, the Hoffman announcement states. He is a graduate of a 1946 NICD course, which he took after four years with the Air Corps.

In 1947, Mr. Barkley joined Hoffman as service man at the Birmingham branch office. He was later parts and office manager at Memphis and during the past 15 months was parts and service manager for the Cincinnati branch. ●

Cowles Adopts New Package

The Cowles Chemical Company, Cleveland, Ohio, is now using the new Leverpak fiber drum for packing



Escolite, Desoil, Olivesso, Esco Savon and Soil-sorb. Drums have replaced the wooden barrels formerly used in packing the Cowles line of laundry products.

A marked reduction in damage sustained in transit will result from use of the new, stronger packages. These drums have full open heads which allow easy dispensing of the contents in the washroom. Replaceable covers with a simple-to-use lever type locking band make it easy for the washman to seal off the contents against moisture and contamination. Lightness and easier handling are other advantages claimed for the new containers. ●

Metro Survey

Multi-stop trucks are playing an increasingly important part in the nation's distribution system, according to W. C. Schumacher, general manager of the motor truck division of International Harvester Company.

The growing use of these vehicles, particularly in the laundry and cleaning and dyeing field, Schumacher pointed out, is reflected in a survey of International trucks with Metro bodies in use in the New York City area.

"The survey shows that International multi-stop trucks are used by 260 New York area organizations

in about 40 types of vocations," Schumacher said.

"These groups operate 5,508 International trucks with Metro bodies, or more Internationals than any other make of multi-stop truck."

The most popular uses of International multi-stop trucks, together with the number in operation in each vocation in the New York City area, were listed by Schumacher as follows: bakery, 1,893; laundry, 1,450; delivery service, 600; cleaners and dyers, 351; linen supply, 253; truck leasing, 219; coat and apron supply, 151; milk and dairy products, 111; groceries, 91; and government, 72.

Since the war, however, the International multi-stop trucks with Metro bodies have come to be used in more than 60 delivery and transportation fields.

International produces about 40 percent of the industry's output of multi-stop trucks and recently has increased production. ●

Atlas and Darco Merge

The Darco Corporation, formerly a subsidiary of the Atlas Powder Company, became the Darco department of that company in a merger effective July 31, 1950. Product, personnel and distribution will continue to operate. Darco plant expansion at Marshall, Texas, is being pushed to the earliest possible completion.

Darco activated carbons were first produced over a quarter of a century ago. The company has continuously served a wide variety of industries. Darco carbons are used for sugar refining and for the purification of chemical products such as drycleaning solutions, drugs and pharmaceuticals, vegetable oils and fats, water supplies, and textile chemicals. ●

Schaub Names Distributor

The Fred H. Schaub Engineering Company, 2110 South Marshall Boulevard, Chicago 23, Illinois, announces the appointment



E. PAUL HARDER

of Lankton Industries of St. Louis, 7908 Bonhomme Avenue, Clayton 5, St. Louis, Missouri, as exclusive representative in eastern Missouri and southern Illinois. Mr. E. Paul Harder, head of the firm, has had 18 years experience in the design and application of steam specialties, return systems, pumps and boilers, and is well versed in the application of domestic, commercial and industrial steam specialties.

Mr. Harder has been a member of the American Society of Heating and Ventilating Engineers, and is presently a member of the St. Louis Engineers' Club. He and his office staff are well equipped to handle any steam engineering problems among the plants in this territory, according to E. S. Nelson, sales director. ●

Stadham Adds Distributor

The Stadham Company of Philadelphia announces the addition of another distributor. The Superior Prod-

The Chandler Button Sewer Sews them all



8 Seconds To Sew A Button

For 8 seconds can you afford to antagonize a customer by not replacing that missing button?

**HAND OPERATED --- FULLY AUTOMATIC
REASONABLY PRICED**

Would you like to try this machine?

Write for details.



CHANDLER MACHINE COMPANY

AYER, MASSACHUSETTS

THE ANSWER TO SPORT SHIRT PACKAGING!

TIME SAVERS' NEW
"Sport-Ster"
FOLDING DEVICE

PATS. PEND.

Model "A" **\$34.50**

Model "B" **\$27.50**

AVAILABLE IN TWO MODELS

MODEL "A"
Mounted on plywood, to be used independently of fold-
ing table **\$34.50**

MODEL "B"
For attachment to most folding tables, using the existing metal leaf and spring clamp. Lifts out of the way for regular **\$27.50** shirt folding.

(Prices F.O.B. Montclair, N. J.)

Order Your "Sportster" Today Through Your Local Distributor!

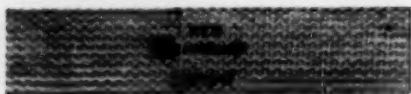
TIME SAVERS
83-99 Walnut St. • Montclair, N. J.

You've Hit the BULL'S EYE!

when you buy

**RED
ARROW
FEED
RIBBONS**

RED ARROW Ribbons are spliced endless by hand sewing, using our S-80 Double-Duck Tape. A Red Arrow shows the proper direction for rotation "with the splice," ensuring longer life.



Manufactured By:

SOUTHERN MILLS, INC.

151 Wells St., S. W. Phone Walnut 1100
ATLANTA, GEORGIA

NEW YORK 7, N. Y.
233 Broadway
Phone Bookman 5-9288

LOS ANGELES 7, CAL.
3763 S. Broadway
Phone Adams 0084

CHICAGO 34, ILL.
10-161 Merchandise Mart
Phone Delaware 7-5195

DALLAS 1, TEXAS
Room 325 Second Unit
Santa Fe Bldg.
Phone Riverside 6851

DETROIT 16, MICH.
1627 West Fort Street
Suite 315
Phone Woodward 1-9675



ucts Co., 148 Pearl St., Somerville, Mass., has been appointed as an additional New England distributor for the Hexagon line of press pads and covers. The Hughes Co., Boston, also distributes Stadham's Hexagon line in New England.

The new distributor will stock the entire line for immediate delivery. ●

L. B. Smith, Inc., Acquires Washer

L. B. Smith, Inc., Camp Hill, Pa., have entered the laundry machinery field by the purchase of the Robot



E. R. LEIS

sen-contained fully automatic washer. The Robot washer will be the first item of manufacture in this new venture. Additional washroom and allied equipment for the laundry industry will be included in a proposed complete line of laundry machinery. The Robot Laundry Machinery Corporation of California originally designed the Robot fully automatic washer in 1939.

The new owners have set up a sales and service organization to be known as Robot Laundry Machinery Sales, division of

The Wolf Company, with general offices in Chambersburg, Pa. The Wolf Company is wholly owned by L. B. Smith, Inc. Marketing will be handled through distributors with sales and service offices located in principal cities, excepting a few direct sales and service offices.

J. W. Shields, vice-president and general manager, has just announced the appointment of E. R. Leis as marketing manager. Mr. Leis, director of sales for Robot since December, 1940, is well known in the laundry industry. ●

Raynes Assigned Detroit Territory



LARRY RAYNES

Larry Raynes has been appointed by R. R. Street & Co. Inc., as their field technician in the Detroit and southeastern Michigan territory.

Most of his practical experience has been gained in Detroit plants. After serving an apprenticeship as both dry-cleaner and spotter, Raynes received instruction at the National Institute of Cleaning & Dyeing, and then later returned to Detroit to serve as superintendent

in several of Detroit's largest and most progressive plants.

Raynes entered Street's employ on June 1, 1950. ●

New Softener Bulletin

A new bulletin, V-11, has just been prepared by Hungerford & Terry, Inc., of Clayton, New Jersey, illustrating and describing its various types of fully automatic and semi-automatically operated Inversand zeolite water softeners. This bulletin features the company's new poppet type multiport valve which is built in many sizes and for both sodium cycle and hydrogen cycle ion exchange work. ●

New Martin Machine

The Martin Equipment Corporation announces the sale of their Pere-Saver, a combination drying tumbler and solvent reclaimer for the Martinizing system or other perchlorethylene units. Martin claims that the Pere-Saver more than doubles production because the cleaning unit, when used for washing and extracting only, will handle 25 percent greater loads. After extraction, the load is removed and transferred to the Pere-Saver for drying. The drying time in the Pere-Saver balances the time for washing - extracting in the unit.

The Pere-Saver is equipped with tinned copper fin-type steam and water coils. Heated air is passed through the load during drying, chilled in the condenser, then reheated and recirculated. The condenser liquefies solvent vapors and returns them to the system. A cold air damper deodorizes and cools the garments before unloading. The fan exhausts all vapors and helps to air-condition the work room. A steam pressure regulator reduces the pressure to 50 pounds, and is equipped with cloth bag-type air filter which effectively traps all lint. The machine is coated with corrosion-resistant materials throughout. ●

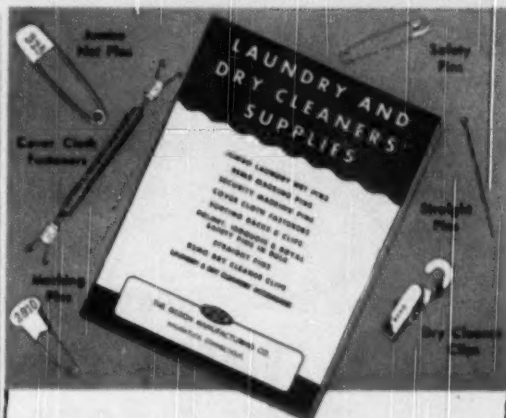
Service Parts Depot

International Harvester has just announced that construction work on a new building which will house a service parts depot and a machine transfer in Broadview, a suburb of Chicago, would begin shortly. The building, which will cost approximately \$5,000,000, has been approved by Mercer Lee, vice-president in charge of supply and inventory.

Lee stated that the parts depot and the machine transfer both would operate out of the new building but that the operations of each would be entirely separate from one another. He said that the combined facilities would be the company's largest product distribution center and would be one of the largest in the United States. ●

New Detergent Bulletin

Philadelphia Quartz Company, manufacturers of siliated Metso laundry detergents, has released a folder describing its newest product for washing in hard water. Entitled, "Metso 55, Brighter Colors, Whiter Whites, In Hard Water," the folder explains the usefulness of Metso 55 in softening water and also in low temperature



Ask your
dealer for
your copy of
this NEW
**RISON
REMO
CATALOG**

Have the complete Rison-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

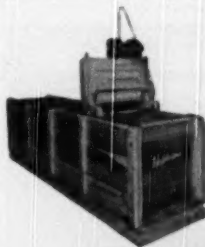
And don't forget the three star features of Rison-Remo service.

- ★ Immediate Shipments
 - ★ Complete Dealer Coverage
 - ★ A Pin for Every Need
- THE RISON MANUFACTURING CO.**

RISON

HAUGTUCK, CONN.

RI-2



BLANKETMASTER

Blanket Washing Machine for quality blanket washing with no shrinkage.

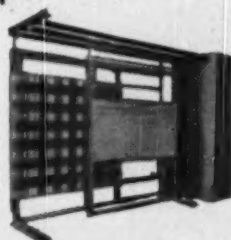
Write for Bulletin 690



SQUAREWAY

Curtain and Blanket Stretcher for quick, accurate drying of curtains and blankets.

Write for Bulletin 206





CLEVE-O-CEMENT SAVES FLOORS

Right there's where a miss would have saved you plenty of dollars and trouble. Don't take chances on misses. Fix broken, cracked floors at once with CLEVE-O-CEMENT.

Holes, ruts, cracks, etc., in broken floors disappear like magic when repaired with CLEVE-O-CEMENT. Works quickly and easily. No SKILL required. Anyone can apply it. NOT an asphalt emulsion. Can be used on wet or dry floors. Dries rock-hard over-night. Supports heavy traffic next morning. Becomes 38 times harder than ordinary cement. Non porous and slip proof. Resists heat, cold, oil, grease, live steam, detergents and most acids. Designed especially for wet floors like food and meat packing plants, laundries, dairies, ice cream plants, bottling plants, refrigerators and cold rooms.

Your supply house can furnish promptly, or send for illustrated Bulletin and Free Test Offer.

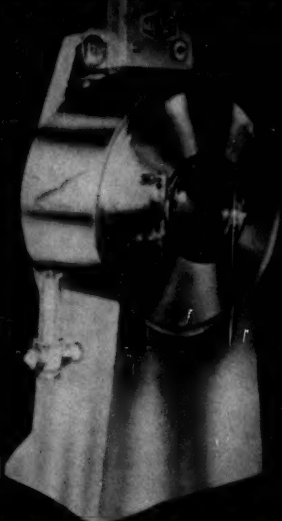
THE MIDLAND PAINT & VARNISH CO.

9123 RENO AVE.

CLEVELAND 3, OHIO

MILNOR ALL STAINLESS STEEL LAUNDRY WASHER

25 & 50 POUND DRY WEIGHT CAPACITY



PELLERIN MILNOR CORP.
NEW ORLEANS, LA. U.S.A.

washing. Suggested formulae for commercial, hospital, and hotel laundries are given. Free copies of the folder are available from the Philadelphia Quartz Company, Public Ledger Bldg., Philadelphia 6, Pa. ●

"Hi-Speed" Instruction Book

A new instructional booklet has just been released by Time Savers, Inc., to assist the launderer and dry-cleaner in the planning and installation of a flexible slick-rail system with "Hi-Speed" rail fittings.

Two full pages in the new manual are devoted to a step-by-step procedure for the installation of a Hi-Speed rail system without outside help. The text and diagrams have been prepared to simplify the construction of a Hi-Speed system so that the plantowner can install his own rail line with Hi-Speed fittings using ordinary 3/4-inch pipe. The clear, comprehensive instructions call for the use of only simple tools, the announcement states.

Over 30 of the standard Hi-Speed rail fittings are illustrated with detailed descriptions of their specific uses and dimensions. A scale drawing of a plant with an actual Hi-Speed installation is also reproduced to illustrate the function and application of the fittings in a complete system.

How to prepare and plan for an efficient system is outlined on the last page. A sheet of cross-section paper is also enclosed to enable the plantowner to sketch a rough layout of his plant to show approximate positions of equipment. Final planning and estimates are given by the manufacturer without obligation to anyone desiring this service.

A copy of this free booklet may be obtained by writing to: "Hi-Speed," c/o Time Savers, Inc., 83-99 Walnut St., Montclair, N. J. ●

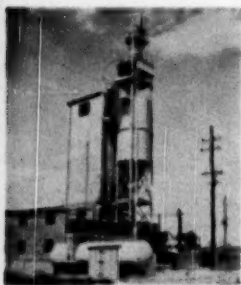
New Pennsalt Plant

A new plant for the manufacture of improved Erusto soups and other laundry products has gone into production at the Calvert City Works of the Pennsylvania Salt Manufacturing Company. The new plant is the first completed in a series of planned extensions to Pennsalt's basic hydrofluoric and sulfuric acid plants, which went into operation just a year ago. The new unit was built at a cost of approximately \$250,000.

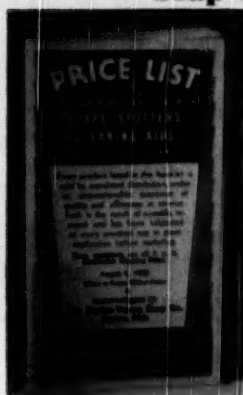
The improved Erusto sour, principal product of the plant, represents a definite improvement in the product, according to J. Stanley Hall, manager of Pennsalt's laundry and drycleaning department. The chief improvement, he said, is in the basic form, designed for greater convenience and economy in the washroom.

New manufacturing techniques and a continuous, automatic process with rigid quality controls have been made possible by the new plant. Capacity of the new facilities are nearly double Pennsalt's former production of the product.

In addition to improving the product, Pennsalt also has adopted a Leverpack drum lined with a special polyethylene (plastic) bag for its container. ●



Soap Manual



odorants and neutralizers; and break and stain removal products. •

A 36-page descriptive manual has been issued by the Davies-Young Soap Company for the laundry and drycleaning industries.

This manual covers the following classifications: drycleaning soaps for petroleum solvents and for chlorinated solvents; wetcleaning soaps and synthetics; spotting specialties; garment re-texture, size and water repellents; rug, carpet and upholstery shampoos; glove and suede dressings and dyes; de-

CONVENTION CALENDAR

Canadian Research Institute of Launderers and Cleaners
Annual Convention
Royal Alexandra Hotel
Winnipeg, Manitoba, Canada
October 22-24

Indiana Laundryowners Association Winter Meeting
Hotel Lincoln
Indianapolis, Indiana
December 1-2

Maryland-District of Columbia and Virginia Laundry-
owners' Association, Inc.
Mid-Winter Convention
Lord Baltimore Hotel
Baltimore, Maryland
December 7-8

National Institute of Cleaning & Dyeing
Convention and Exhibit
Atlantic City, New Jersey
February 4-7, 1951

Georgia Laundry and Cleaners Association
Annual Convention
Biltmore Hotel
Atlanta, Georgia
March 28-29, 1951

Massachusetts Laundryowners' Association
Annual Meeting and Spring Convention
Hotel Statler
Boston, Massachusetts
April 6-7, 1951

Texas Laundry & Dry Cleaning Association
Oklahoma Laundryowners Association
Rice Hotel
Houston, Texas
April 11-12, 1951

(Continued on page 90)

PULVOAX insures SMOOTHER ironing!



Shakes on easily and evenly
because it's finely powdered!

No waste! No caking! No carbonizing! No build-up scale!
No need to stop ironer for spot waxing!

Meets all waxing requirements at high or low ironer speeds. A compound of hard, imported vegetable waxes!

Gives smooth, uniform finish! Insures longer wear for aprons and cover cloth! For greater efficiency . . . for economy, try the original PULVOAX!

Order from your jobber, or direct, Dept. S-11



LEWIS NATIONAL CORPORATION

29 Sleeper St.
Boston 10, Mass.

If your plant is in New England, ask us about equipment and machinery.

Keeps your finishing machines at top-efficiency



5 1/2 oz.
Jumbo Tube

New Product Cleans Pressing and Ironing Surfaces while Metal is Hot!

EZ-OFF removes scorch soil, starch, foreign materials from irons, sleeves, puffers, all metal pressing and ironing surfaces.

Simply wipe it on and wipe it off. Works like magic.

Cleans while machines are in use and metal is HOT. No waiting for equipment to cool.

Provides smooth, slick finishing surfaces. Prevents collection of sticky residues.

Entirely safe for metals, fabrics and skin. Non-inflammable.

One carton of 6 Jumbo tubes of EZ-OFF

\$4.80 (Single tube—\$1.00)

Order today—from your jobber

BOSTON CLIP AND TAG CO.

179 Atlantic Ave., Boston 10, Mass.

WHY USE "K-122"? (A SOAP ADDITIVE)

Ask the good Laundrymen who have been using it
through the years for—
IMPROVED QUALITY WORK!

THE LAUNDRY CHEMICALS CO.

Division of The Kinsley Chemical Co.

4538 West 130th St., Cleveland 11, Ohio

BUY KD Gripnet



New Nylon Net Closures

Save Time - Save Nets - Save Claims

Will fit any pin $4\frac{1}{4}$ " to $5\frac{1}{4}$ " long. Write
for information today.

Other K-D Products

- Net Pins
- Pin Carriers
- Overall Tags
- Marking Pins
- Sorting Bars
- Numbering Sets

Sold By Jobbers
Everywhere



THE KEYES-DAVIS COMPANY

110 14th St. Battle Creek, Michigan



BOCK EXTRACTORS

The most efficient time
and money saving Ex-
tractor on the market.
Made in 15", 17" and 20" sizes.
Send Us Your Inquiry.

BOCK
LAUNDRY MACHINE CO.
TOLEDO, OHIO



the
Guiding Light
to **SUPERIOR**
LAUNDRY FABRICS

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507 Bishop Street, N. W., Atlanta, Georgia ATwood 3864
1227 Wabash Avenue, Chicago 5, Ill. Harrison 7-0083
1763 Carter Avenue, New York 37, N. Y. CYpress 9-8800

T-SLOT

A "BLUE LINE" SPECIALTY

• TIE HANGER

Holds 1 to 12 ties: No pins: Tie Flaps in—Flaps Out—
neatly shake off—Ideal Customer tie rack

OTHER BLUE LINE NECESSITIES

JEFF SKIRT CLIP TROUSER GUARD SHIRTSTAINER

For samples and information contact your jobber
or write direct

LOROCO INDUSTRIES, INC.
Reading 15, Ohio
Makers and Shapers of Papers

(Continued from page 89)

Lifen Supply Association of America
Hollywood Beach Hotel
Hollywood Beach, Florida
April 15-18, 1951

Laundry & Cleaners Allied Trades Association
Laundry & Dry Cleaners Machinery Manufacturers
Association
The Greenbrier
White Sulphur Springs, West Virginia
April 25-27, 1951

Pennsylvania Laundryowners Association
Haddon Hall Hotel
Atlantic City, New Jersey
May 3-5, 1951

Laundry and Cleaning Association of the Carolinas,
Georgia and Florida, Inc.
General Oglethorpe Hotel
Savannah, Georgia
May 13-15, 1951

Indiana, Illinois, Michigan and Ohio Laundryowners
Drake Hotel
Chicago, Illinois
May 17-19, 1951

Missouri, Kansas, Iowa and Nebraska Launderers and
Cleaners
Lassen Hotel
Wichita, Kansas
May 17-19, 1951

Obituaries

William F. Bragg, Sr., 62, for 35 years associated with Atlanta Laundries, Inc., Atlanta, died recently in a local hospital. Surviving are his wife, two daughters, two sons, three brothers, and five grandchildren.

Oliver R. Cartmel, 46, manager of the Cartmel and Patterson Laundry, Rushville, Ind., died at his home on August 12. He is survived by his widow, two sons, his mother, a sister, and a brother.

(Continued on page 91)

Next issue

Announcing the New 75 lb. open end **COOK** **WASHETTE**

(Continued from page 90)

John S. Cox, 57, proprietor of the Fairy White Laundry, Junista, Pa., from 1920 until 1945, and recently general manager of the D & M Linen Supply Service, died on September 1. He was a member of the Altoona lodges of Elks and Eagles, and Bellview lodge, Odd Fellows, Junista.

He is survived by his wife, one son, two grandchildren, two sisters, and one brother.

George Henry Dyer, 78, former president of the Brighton Laundry Ltd., Toronto, Ont., died on August 5. He was a founder of the Eastern Canadian Laundry Owners' Association. He got his start in the laundry business at the age of 12, helping out in his mother's hand laundry.

He leaves his wife, four daughters, and a son.

Francis D. Fraire, 67, veteran Procter & Gamble salesman, died recently in Buffalo, New York. He had served the laundry and drycleaning industries in the upper New York State territory for many years. He joined the company first in 1912, and started his sales career in 1917.

Ephraim A. Haines, 79, pioneer Atlantic City laundryman, died recently at his home in Ventnor, N. J. He served as vice-president of the New Jersey Laundry Owners Association and was a member of the South Jersey Laundry Managers' Association. He established the Chelsea Laundry Co. in 1900 and headed it himself until his retirement in 1943. He belonged to the Elks, Lions, Odd Fellows, and Red Men.

He is survived by his wife, a son, a daughter, five grandchildren, and five great-grandchildren.

Julius Kunz, secretary-treasurer of the Riverside Manufacturing Company, St. Louis, Mo., died on August 24. He was a co-founder of the firm, and prior to 1915, when the firm started operations, had worked with the Kippenburg Chemical Works and the Midvale Chemical Works.

Fred Lathwood, 72, died on September 4 in Schenectady, N. Y. He had operated several laundries in Schenectady, the last of which was the Quick Service Laundry, from which he retired some five years ago. He was active in association work, and belonged to the F. and A. M.

He is survived by his widow, a son, a daughter, a brother, six grandchildren, and one great-grandchild.

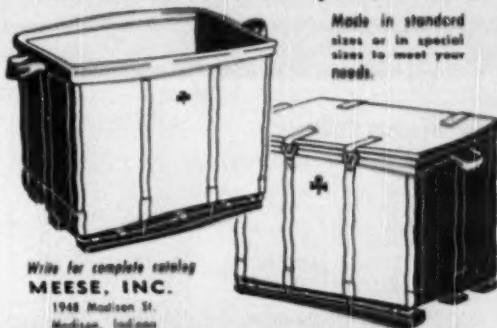
Edward A. Lindsey, 78, Nashville, Tenn., business executive and president of the McEwen Laundry Company, died on August 17. He had been president of the Nashville Laundry-owners Association and president of the Southern Laundry-owners Association. He was a 32nd degree Mason.

Surviving are two daughters, a brother, and three grandchildren.

(Continued on page 92)

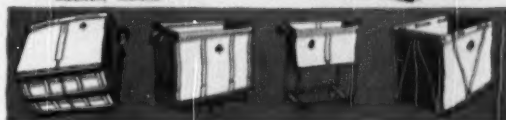
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SHAMROCK
... but they wear ... and WEAR!

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Made in standard sizes or in special sizes to meet your needs.

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Madison, Indiana



LITTLE

A revolutionary WATER
SPRAY GUN developed
for use by LAUNDRIES,
Dry Cleaners.

GIANT

WATER Spray

GUN \$8.50

F. O. B.

After many years of experimenting and testing in the field we have eliminated many troublesome parts and incorporated these outstanding features.

Non-Corrosive; All brass—nickel plated.

Non-Drip.

Small parts eliminated.

Light weight gun 5 oz., Meese 5 oz.

Operates on any pressure from 40-150 lbs., without adjustment.

Priced so that it doesn't pay to keep spending money repairing that old outdated gun. Buy with confidence.

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New and Factory Re-built Presses of all makes and models. Guaranteed by "New Yorker." You can solve all your pressing problems by writing our New York Office.



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**The Washer Built For
Your "SCRUB" Department**

The Hammond Model 30-35 pound capacity Washer has a full 36-inch drop. Is kind to the most delicate fabrics. Is fast, thorough and will wear for ages. Has all the features of a \$1,000 machine but costs much less.

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Hammond Bldg.
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SYNDICATE
Advertising Service
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—if you advertise in newspapers you should see the

LAUNDRY AND CLEANERS MAT SERVICE

This service gives you mats of illustrations drawn by leading artists. Each issue is carefully merchandised to cover seasonal promotions, with well written copy and layouts.

Plenty of hand-lettered headings and borders, as well as small "spot" cuts and photos!

If you are ready to advertise for increased business, this service can be useful to you.

Executives may write today for free samples, on your company letter-head, and state your title.

(Because of the large cost of each sample, letters from individuals and postcard requests cannot be answered)

COMPANY

NAME

CITY

Mail to **VINCENT EDWARDS & CO.**

World's largest advertising service organization

342 Madison Avenue

New York City

(Continued from page 91)

Christian J. Lund, 62, for many years proprietor of the Lund Laundry, of Akron, Ohio, and manager of the laundry of the Firestone Tire and Rubber Co., died recently.

He is survived by his widow, a son, a stepdaughter and stepson, and four sisters.

Arleigh J. Marshall, 60, Marshall & Swift, Inc., Mason City, Iowa, died on September 12. He served for two years as president of the state cleaners' association and had been a vice-president of the NICD. He served a year as mayor of Mason City and had served on the city council for several years.

He is survived by his wife, a son and daughter, and two sisters.

Gardner Marshall, 53, former owner of the Southshore Laundry Ltd. of St. Lambert, P. Q., and later associated with the Montreal Laundry Co. Ltd., Quebec, died recently. He was a Mason, a member of the Gyro Club of Montreal, and belonged to the Launderers' and Dry Cleaners' Association of the Province of Quebec, Inc.



JOHN NICOL

John Nicol, 60, chairman of the board of directors of the Diveco Corporation, died on July 22 at his home in Leonard, Mich., after a long illness.

Upon joining Diveco in 1927, Mr. Nicol became one of the automotive industry's earliest pioneers in introducing a specialized type of vehicle to replace the horse on home delivery routes in the laundry, dairy, and bakery fields. He was made president in 1936, and became chairman of the board of directors in 1949.

He attended the University of Michigan and was a member of the Delta Kappa Epsilon fraternity.

He is survived by his wife, a son, and a daughter.

Victor Ortlund, former president of the French Laundry Company, Evanston, Ill., died recently. He had been active in the laundry business for approximately 65 years. His three sons, Victor, Vincent, and Richard, were associated with him in business.

He is survived by his sons and his wife.

Ben Secher, 50, New York representative for Procter & Gamble, died recently in New York. He joined the company in 1913. He is survived by his widow and a son.

Earle W. Sherman, 63, secretary and treasurer of the Edholm and Sherman Launderers and Dry Cleaners, Omaha, Neb., died recently at his home. He is survived by his wife, a daughter, two sons, his parents, a sister, and three brothers.

Fred A. Vadnais, former owner of the Sun Laundry, Attleboro, Mass., died recently. His wife survives.

Isaac F. Willey, former manufacturer of laundry machinery and founder of the Home Town Laundry of Teaneck, N. J., died recently at his home. He is survived by his wife, a son, and three grandchildren.

Grant L. Windle, 81, former owner of the Falls City Laundry, Falls City, Nebr., died recently at his home. He operated his plant for 51 years. He is survived by his daughter, a brother, three sisters, and a grandson.

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 3¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads must be in our hands by the first of the month. Payment should accompany all orders.

Add cost of 5 words if answers are to come to a box number to be forwarded by us.

Extra white space between lines doubles charges indicated.

Mail your box number replies to The STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save you money. Charge light. **HUBBARD TEXTILE CONSULTING BUREAU, SILVER SPRING, MARYLAND.** 2594-25

LAUNDRIES and CLEANING PLANTS FOR SALE

LAUNDRY PLANTS and DRYCLEANING PLANTS. 100% PROPOSITIONS. New York, New Jersey, Connecticut, Pennsylvania. Other Sections—WHERE DO YOU WISH TO LOCATE? Richard J. Muller—Lic. Broker, 89-14 184 St., Jamaica 3, N. Y. Tel REpublic 9-3014. 4444-2

Laundry and new Hoffman 140-F Cleaning Unit—only plant in MISSOURI county seat town of 7,000, \$72,000 in '49, good profit, 14% gain over '48. Good labor supply. Owner has business interests out of state. Reasonable price, with or without real estate. ADDRESS: Box 8049, STARCHROOM LAUNDRY JOURNAL. -2

THRIVING LAUNDRY BUSINESS FOR SALE: Rare opportunity to buy prosperous laundry in progressive, energetic middle-west community of 80,000—center of active trading area. Established over 50 years—annual gross sales consistently around \$90,000! Unlimited possibilities for aggressive management. Modern mechanical equipment and methods throughout. All first-class condition. Priced low enough to return immediate profits! Woman owner retiring. ADDRESS: Box 9053, STARCHROOM LAUNDRY JOURNAL. -2

Laundry in Northern Arizona. Established 35 years—no competition—good equipment—fine climate—no indebtedness. Located next to Post-office and Bank. Equipped to do \$2,000 weekly—now doing approximately \$1,400 weekly. Price of business \$35,000, long lease or \$60,000 including real estate. Owner has other interests. ADDRESS: Box 9054, STARCHROOM LAUNDRY JOURNAL. -2

Laundry (For Sale) in most prosperous city in the Fox River Valley of Wisconsin. Volume \$50,000 annually, 100% cash and carry business. New, modern brick building, one-story. Long lease with option to buy Real Estate. Ill health. ADDRESS: Box 9079, STARCHROOM LAUNDRY JOURNAL. -1

FOR SALE: One of the finest, one-floor laundry, drycleaning and fur storage plants in the Middle West, annual business of \$300,000—modern sprinkled plant. All inquiries will be considered confidential and do not answer unless prepared to invest \$45,000, balance over a 10-year period. This is a profitable plant in one of the best and fastest-growing communities in the country. Valid reasons for offering this outstanding plant at this time. ADDRESS: Box 9097, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRY featuring shirts (100% cash-carry) bachelor service, 6 blocks from city center, doing \$400 to \$700 weekly. Will sell laundry, or laundry and property, or 49% interest to qualified party—this money to be put back into business. Owen M. Miller, 217 So. Bernard St., Spokane 8, Washington. Riverside 4760. 9108-2

DENVER, COLORADO: Small laundry covering limited part of Denver, 9 wash wheels, 3 extractors, dryer, 6-roll ironer, new gas boiler, finished department, 2 trucks, building, 35 years same owner. Write: G. F. Fairchild, 1879 Clermont, Denver, Colorado. 9110-2

Laundry in Pacific Coast Town, fast-growing and prosperous. Volume near \$100,000 this year. Excellent payer, owner wishes to retire. ADDRESS: Box 9130, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRIES and CLEANING PLANTS FOR SALE (Cont'd)

Large Laundry and Drycleaning Plant established and doing business over 25 years. Trucks pick up from routes in radius of 35 miles. Building 50'x100' plus additions. Nets over \$1,000 per month. Very reasonably priced, should pay out entire investment in 4 years. Owner tired, and tired of fooling with help and details. Write: Stuart W. Hannah, Real Estate, Shelby, Montana. 9129-2

For Sale: Old-established laundry business Midwest city of 50,000, \$65,000 volume. For immediate sale to close an estate. ADDRESS: Box 9131, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRY LOCATED IN NORTHERN ILLINOIS. Volume last year, \$120,000, now on increase. Established 81 years. **QUALITY REPUTATION. GOOD PRICES. MODERN EQUIPMENT.** With or without real estate. ADDRESS: Box 9132, STARCHROOM LAUNDRY JOURNAL. -2

Laundry and Drycleaning Plant in Minnesota, \$1,400 weekly volume, can be increased to \$2,500. Good equipment and trucks with real estate, \$14,000. ADDRESS: Box 9133, STARCHROOM LAUNDRY JOURNAL. -2

"Enjoy Colorado—be independent with a small cleaning establishment located in summer resort but sufficient business to operate year around. Ideal for couple. Small investment buys business, buildings, living quarters and lot. Recall to service compels me to sell!"—Hockert's Cleaners, Grand Lake, Colorado. 9134-2

DON'T SLIP UP ON THIS ONE! After years of saying "No" we've decided to say "Yes." Year around profitable business, no bad months. A.I.L. would classify as "More profitable plant." Located in richest county in United States, Westchester County, New York. Annual sales \$475,000. Cash required \$100,000, balance \$150,000 in terms. Plant operating efficiently at full capacity. Owner retiring after lifetime in business. ADDRESS: Box 9137, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE: MODERN LAUNDRY & DRYCLEANING, ESTABLISHED 36 YEARS, INDIANA COUNTY SEAT OF 15,000 DOING \$50,000, FINE BUILDINGS. BEST LOCATION AND UP-TO-DATE EQUIPMENT. WILL SELL ALL OR PART. REASONABLE TERMS TO RESPONSIBLE PARTIES. ADDRESS: Box 9138, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE OR LEASE: One of the most modern and best situated laundries in the Middle West, city population 25,000. No equipment over eighteen months old. \$70,000 volume first year. Ready for drycleaning. Owner must retire due to health. Here is a real money-maker for right person. ADDRESS: Box 9139, STARCHROOM LAUNDRY JOURNAL. -1

Must sell due to ill health. Laundry in Chicago North Shore area doing \$70,000 annually. New trucks and equipment. Price \$45,000. ADDRESS: Box 9140, STARCHROOM LAUNDRY JOURNAL. -1

An excellent opportunity to acquire one of the finest equipped laundry plants doing over \$2,000 a week, through family, commercial and drycleaning services. Located in a fast-growing Colorado city. No competition, with over 60,000 people to serve. Business established over thirty years ago by present owner. All equipment new since war. Reason for selling, owner wishes to retire and sons are leaving for duty in the Armed Service. ADDRESS: Box 9141, STARCHROOM LAUNDRY JOURNAL. -2

Laundry and Drycleaning Plant well-established in Southern New England. Volume 1949, \$57,000. Running well ahead to date over same period last year. Shows above average profit. An amazing value. Owner has other interests. ADDRESS: Box 9142, STARCHROOM LAUNDRY JOURNAL. -2

DRYCLEANING—LAUNDRY. Retail sales \$115,000, equipment and building four years old, all modern, 7,000 square feet; Ohio city 4,000, excellent clientele, top prices, four late trucks, sell with property. Apple Company, Brokers, Cleveland, Ohio. 9143-2

LAUNDRIES and CLEANING PLANTS for SALE (Cont'd)

Laundry—Self Serve. Sixteen washers, extractor, dryer, well-equipped, opportunity to expand, very profitable, low rent, city of 50,000, priced for quick sale. Apple Company, Brokers, Cleveland, Ohio. 9144-5

SOUTHEASTERN SECTION: Most well established Industrial Uniform, Industrial Wiping Cloth, and Diaper Service due to owner's recall to the Air Force. Business has shown substantial profit since started in 1940. Excellent building and equipment. Rock-a-bye Service, 481 E. 35th St., Savannah, Ga. 9158-3

COMBINATION LAUNDRY and DRYCLEANING PLANT, newly equipped and new building. Located in the heart of the Big Horn Mountains. Real western atmosphere. Stock raising, oil and farming community. Drawing population 12,000. Selling account of ill health. Write Box 43, Worland, Wyoming. 9157-3

SOUTHERN NEW ENGLAND laundry and cleaning plant. \$2,000 weekly volume. Now operating at high efficiency and large profit. Machinery mostly new. Can be purchased with almost no down payment by experienced person or will hire interested party as manager with option to buy. ADDRESS: Box 9164, STARCHROOM LAUNDRY JOURNAL. -3

LAUNDRY—UPSTATE NEW YORK: Yearly volume \$65,000. PRICED TO SELL. Owner called back into Service. NEW EQUIPMENT. EXCELLENT OPPORTUNITY TO EXPAND. ADDRESS: Box 9166, STARCHROOM LAUNDRY JOURNAL. -2

WELL ESTABLISHED LAUNDRY and DRYCLEANING PLANT successfully operating for 37 years. A-1 credit rating, bills always discounted. 800' square corner to corner on busy State Highway near center of city of 15,000 in Northern New Jersey. Four routes serving 50,000 population, yearly volume approximately \$100,000. Excellent cash and carry location. Reason for selling, other interests. Total price \$90,000 including real estate and buildings. Minimum cash required \$50,000. ADDRESS: Box 9170, STARCHROOM LAUNDRY JOURNAL. -3

LAUNDRY and DRYCLEANING PLANT in FLORIDA lake section. Modern equipment with two trucks, grossed \$40,000 last year. Only laundry in county. Includes 50'x125' concrete block building. Reason for selling, owner anticipates call to Armed Forces. ADDRESS: Box 9177, STARCHROOM LAUNDRY JOURNAL. -3

SHIRT LAUNDRY—4300 shirts a week, also bachelor bundles. Latest air-driven equipment. Located in CENTRAL ST. LOUIS, MISSOURI. Lease available, reasonable rent. Established 19 years. Price \$27,000. ADDRESS: Box 9179, STARCHROOM LAUNDRY JOURNAL. -3

LAUNDRIES and CLEANING PLANTS WANTED

WANTED—PLANTS—ALL KINDS—New York, New Jersey, Connecticut. **BUYERS WAITING—LIST YOURS.** RICHARD J. MULLER Lic. Broker, 89-18 184 St., Jamaica 3, N. Y. Tel. Republic 9-5016. 4384-1

Capable laundryman interested in purchasing laundry and/or cleaning business. Can pay for business from profit and depreciation. A.I.L. graduate, will furnish best of references from employers and allied trades. Now employed as General Manager of plant doing \$800,000 per year. Prefer Midwest. ADDRESS: Box 9063, STARCHROOM LAUNDRY JOURNAL. -1

Laundry and/or cleaning plant wanted by capable operator in South or Southwest. Volume in excess of \$100,000. ADDRESS: Box 9125, STARCHROOM LAUNDRY JOURNAL. -1

Wanted: Sound Laundry and Drycleaning Plant, equipment in good condition, annual sales \$400,000—\$700,000. Correspondence held strictly confidential. ADDRESS: Box 9169, STARCHROOM LAUNDRY JOURNAL. -1

WANTED: INDUSTRIAL CLEANING PLANT with volume of \$3,000 weekly or more. ADDRESS: Box 9180, STARCHROOM LAUNDRY JOURNAL. -1

FOR LEASE

Plant equipped for Diaper Service, located New York State, 18 miles from George Washington Bridge. Full particulars furnished on request. ADDRESS: Box 9178, STARCHROOM LAUNDRY JOURNAL. -30

PARTNERSHIP WANTED

WANTED: I own one-third interest in one of the outstanding laundry, drycleaning and fur storage plants in the Middle West, fast growing community, annual business of \$300,000—want to associate myself with A-1 production manager who can invest \$40,000 for a one-third interest and then we two acquire the remaining interest, this can be done over a ten-year period. This is a golden opportunity for the right man. My position is the office and accounting. Salary and dividends make this an ideal set-up for the right man. All answers will be held confidential—do not answer unless you can fill the above requirements. ADDRESS: Box 9191, STARCHROOM LAUNDRY JOURNAL. -9

PARTNER WANTED: INDIANA DRYCLEANING and LAUNDRY. MUST HAVE EXPERIENCE in ONE PHASE of BUSINESS. MODERN BUILDINGS and EQUIPMENT, DOING \$55,000. SMALL DOWN-PAYMENT, WILL FINANCE BALANCE to RESPONSIBLE PARTY. ADDRESS: Box 9150, STARCHROOM LAUNDRY JOURNAL. -9

BUSINESS OPPORTUNITIES

\$4,000 will buy complete laundry plant doing Diaper Service. Commercial Equipment, EXCELLENT OPPORTUNITY. ADDRESS: Box 9097, STARCHROOM LAUNDRY JOURNAL. -11

MAIL ORDER FIRM with extensive following seeking items, large or small, for laundries and drycleaning. Manufacturers only need apply. ADDRESS: Box 9151, STARCHROOM LAUNDRY JOURNAL. -11

LAUNDRY OPERATOR WANTED AS PARTNER in the OVERALL & UNIFORM SUPPLY BUSINESS. Do you have extra plant capacity? How large a trading area do you have? Does an Industrial Supply Laundry serve your trading area now? If your answers to the above show promise, an experienced successful operator has the necessary means to organize and finance, with you as a partner, an Industrial Laundry Supply business, apart and separate from your present business. In addition to a partnership arrangement your plant will do the work on a profitable contract basis. ADDRESS: Box 9188, STARCHROOM LAUNDRY JOURNAL. -11

HELP WANTED

LINEN SUPPLY PLANT SUPERVISOR: To take complete charge of the production, in a plant employing about 60 productive employees. Must have the ability to train and manage and be versed in incentives, along with quality control. An exceptional opportunity for the right man. Wilmer Linen Service, Inc., 4346 Finney, St. Louis 13, Missouri. 9147-7

SALES MANAGER: For large Pennsylvania Launderer and Drycleaner. Must know how to handle men as well as promote sales. Give age, experience and references. ADDRESS: Box 9148, STARCHROOM LAUNDRY JOURNAL. -7

Laundry Production Manager. Take full charge of modern laundry. Ability to train help essential. Non Union. Volume under \$2,000 per week. Permanent position. 100 miles south of Philadelphia. ADDRESS: Box 9189, STARCHROOM LAUNDRY JOURNAL. -7

Drycleaning Manager. Excellent opportunity. Modern solvent plant handling up to \$5,000 weekly volume. Top salary for man that can produce and hold high quality. Must be able to handle labor. Plant located in Mid-West. State age, educational background, and previous experience in letter of application. ADDRESS: Box 9173, STARCHROOM LAUNDRY JOURNAL. -7

FEMALE HELP WANTED: WEAVERS. Nationwide, free placement service. Experienced reweaving and semi-weaving garment damages. Salary \$40 and \$100 for 40-hour week. Amber Weaving Service, 611 Main St., Buffalo, New York. Dept. 3LJ. 9174-7

All-around man wanted to manage Diaper Service Plant. Please write qualifications to: Box 9175, STARCHROOM LAUNDRY JOURNAL. -7

MANAGER for large New England plant doing family laundry, drycleaning, Fur Storage and wholesale commercial work. Must be experienced in all department operations. Able to handle sales, maintenance, and plant supervisors. State qualifications, salary required. ADDRESS: Box 9181, STARCHROOM LAUNDRY JOURNAL. -7

SITUATIONS WANTED

ACCOUNTING SERVICES, ADVISORS AND CONSULTANTS TO LAUNDRIES AND DRYCLEANERS SINCE 1919. SAMUEL HEWESBERGER & CO., 197 Highland Place, Brooklyn, N. Y. Applegate 7-3922. 9039-3

Plant and production manager. Linen supply and steam laundry. 25 years of experience with largest organizations. All phases. Ability and qualifications to organize and systematize. Can produce successful, efficient methods. Will furnish best references. Any part of United States or foreign countries. **ADDRESS:** Box 9083, STARCHROOM LAUNDRY JOURNAL. -5

POSITION WANTED: LAUNDRY SUPERINTENDENT. MODERN HOSPITAL OR HOTEL. QUALITY AND COST CONSCIOUS. AVAILABLE WITHIN THIRTY DAYS. ABILITY TO HANDLE HELP AND GET ALONG WITH PEOPLE. EDUCATED, THOROUGHLY EXPERIENCED AND REFERENCE. ADDRESS: Box 9089, STARCHROOM LAUNDRY JOURNAL. -5

EXPERIENCED LAUNDRY SUPERVISOR with proven ability seeks permanent connection with broad outlook. Always produced excellent results. Intelligent, sober and dependable. First-class references. **ADDRESS:** Box 9124, STARCHROOM LAUNDRY JOURNAL. -5

TOP-NOTCH LAUNDRY SPECIALIST with 25 years of varied practical experience in all phases of laundry operations wishes position as manager with reliable, modern plant located within the Metropolitan New York Area. Sober and fully efficient. A-1 references. **ADDRESS:** Box 9127, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY-DRYCLEANING SUPERINTENDENT, 22 years' practical experience. Interested in securing position where application and integrity are needed along with leadership. Have had complete success with employee relationship and personnel training—thoroughly familiar with wage incentives and modern methods of procedures. Have supervised and operated upwards to \$10,000 laundry and \$3,000 drycleaning weekly volume. **ADDRESS:** Box 9163, STARCHROOM LAUNDRY JOURNAL. -5

EXPERIENCED LAUNDRY SUPERINTENDENT—FOREMAN, capable providing quality work at reasonable cost, give good service, ability to handle employees and plan work. Available upon reasonable notice to present employer. Good reason for desiring a change. Prefer South or Far West. Good reference. **ADDRESS:** Box 9167, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY-DRYCLEANING INDUSTRIAL ENGINEER wishes management or assistant's position outside New York City. Size of business immaterial—integrity of owner is. Have broad and valued experience—capabilities and the administrative ability to go with them. Agreeable to salary on incentive or income sharing basis. **ADDRESS:** Box 9179, STARCHROOM LAUNDRY JOURNAL. -5

SCHOOLS

ARE YOU A HUBBARD SCHOOL GRADUATE? Plant owners ask for them. No matter who or where you are, you get an "all-out" teaching service when taking a Hubbard Course. Ask for catalog covering ten approved courses. Hubbard Cleaning School, Silver Spring, Maryland. 9615-15

MISCELLANEOUS

LAUNDRY BOUR—LARGE QUANTITY 36 LB. CANS MANUFACTURED MICHEL & PELTON, THE SPARE SUPPLY CO. ATTRACTIVE PRICE! WIRE OR WRITE NATIONAL METAL & STEEL CORP., DEPT. SJ, TERMINAL ISLAND, CALIF. PHONE LOS ANGELES, NEVADA 6-2517. 9072-4

PROFITS GALORE for laundry owners. Washing of wiping rags is by far the Biggest Profit Maker in the laundry business today when handled the **UNIT WASH** way. This department will net you \$75 to \$200 minimum per week with **NO INVESTMENT.** Available only on Eastern Seaboard and Middle Atlantic States. Call, phone or write **UNIT WASH COMPANY,** South Washington St., Plainville, Connecticut. (Phone Plainville 1830) and our representative will explain the system. 9149-8

LAUNDRY LISTS

LAUNDRY LISTS. Our Catalog Lists, 4 1/2 x 11, white bond paper, black ink, padded, 20,000 Freight Prepaid, \$40 net, same lists on colored paper, black or colored ink, 20,000, \$40 net, Freight Prepaid. Ask for Catalog. Also Bundle Inserts, Drivers Route Sheets, etc. **BRESLIN PRINS, INC.,** Finch Building, St. Paul 1, Minnesota. 9032-24

PROFESSIONAL NOTICES

CARRUTHERS' LAUNDRY BULLETIN—the statistical Bulletin for the Laundry Industry—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletin—\$12 annually. John Carruthers Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford, and Washington. 1627-27

CARDING WIRE

CARDING WIRE: For Curtain and Blanket Stretchers. **G. W. BOB-INSON CO.,** 34 Pleasant Street, Watertown, Mass. 1940-38

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS; GEARS ALL SIZES. Expert service men. Full line of Asher Ironers, rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.,** 29 Calumet Street, Newark 5, N. J. 1939-37

GEARS AND PARTS on hand for practically all makes of washers, ironers, tumblers and extractors. Prompt delivery of replacement wooden shells and cylinders, which we have been manufacturing for over 25 years. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.,** 315 Ten Eyck Street, BROOKLYN 4, N. Y. 5008-37

MACHINERY WANTED

Wanted: 200 or more sets of Hay-Teg Checking System with pins, bars. **HILL CITY LAUNDRY & DRY CLEANERS, INC.,** Lynchburg, Virginia. 9193-3

POWER PLANT EQUIPMENT FOR SALE

Whitlock Everdur Horizontal Hot Water Storage Heater, 54" diameter x 144" long—1450 gallon storage. Working water pressure 100 lbs. per square inch. Two heating sections—one for exhaust steam—other for 100# gauge pressure. Capacity 3100 gallons per hour. Using 100# steam in both sections the capacity will almost double. Price \$1,200 F.O.B. Cincinnati. Present day price over \$3,000. ADDRESS: Box 9154, STARCHROOM LAUNDRY JOURNAL. -36

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AMERICAN MONEL METAL CASCADE WASHER, 36x34", 1-pocket, motor driven, also 34x34" 2-pocket Champion Cascade, rebuilt like new, guaranteed 1 year, bargain, WILLIAMS LAUNDRY MACHINERY CO., Inc., 37-16 22nd Street, Long Island City 1, N. Y. 9122-4

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8-50" FLETCHER TWINTAINER SELF-UNLOADING TYPE EXTRACTORS, CONTAINERS AND HOISTS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9159-4

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42x64" AMERICAN CHAMPION CASCADE 2 COMPARTMENT 2 DOOR, 42x34" AMERICAN MASTER CASCADE 1 COMPARTMENT 1 DOOR, DIRECT MOTOR DRIVEN MONEL METAL WASHERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9161-4

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The STARCHROOM LAUNDRY JOURNAL, and its companion publication, The NATIONAL CLEANER & DYER, from time to time are asked to sell front cover advertising space.

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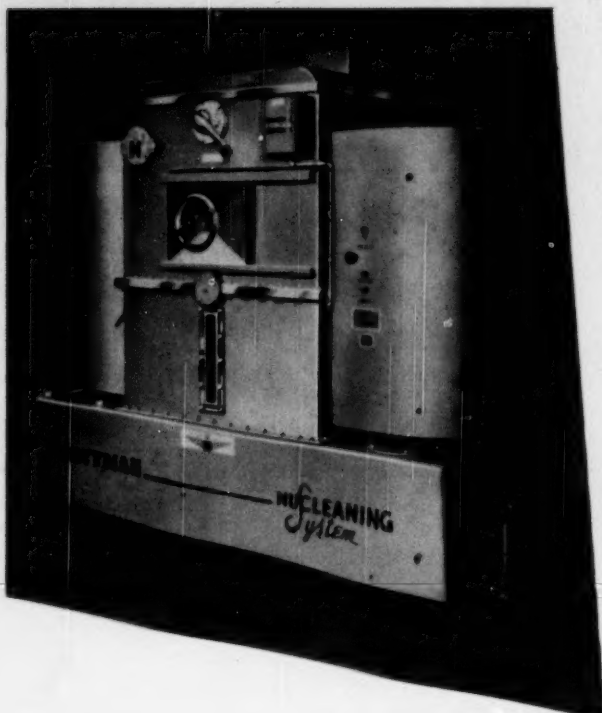
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The reason Nu-Cleaning is the country's fastest-selling perchlorethylene system is not hard to find. Discriminating plantowners have found it's a *better buy*! Backed by Hoffman's pioneer experience in building drycleaning equipment, Nu-Cleaning offers more of the advantages you want for proven profitable operation. Compare the advantages listed below — then call your Hoffman representative for full information on Nu-Cleaning.

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- Patented "iso-vibe" construction avoids need for special foundation or bolting down. Install it anywhere.
- Fully automatic through entire cycle . . . needs only minimum attention and labor.
- Built-in reclaimer reduces solvent cost to less than 1¢ per pound of garment cleaned.
- Detergent dispenser injects measured amounts as needed to reduce spotting and wet cleaning.

The HOFFMAN NU-CLEANING SYSTEM

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